

SAN JOSE NEWS

Leased Wires from the Associated Press and the United Press Associations

SAN JOSE, CALIFORNIA, THURSDAY, APRIL 10, 1941

SOUVENIR PROGRAM

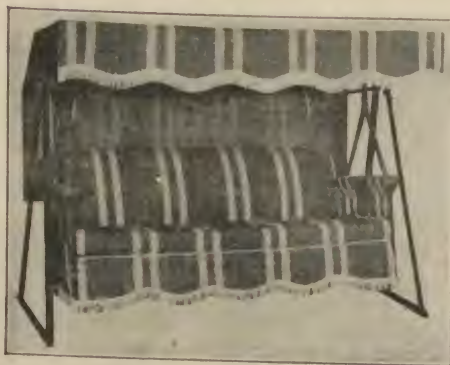
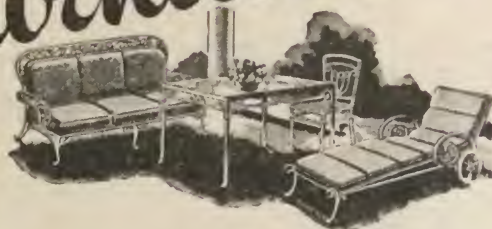


THE CENTRAL COUNTIES GARDEN ASSN., INC.

560 SOUTH FIRST STREET, SAN JOSE

APRIL 11, 12, 13

TIME FOR Summer Furniture!



LAWN SWINGS... choose from 14 smart new styles... \$18.75 up

Whether you wish to pay \$18.75 or \$77.50, you'll find the smartest of Lawn Swings in the big selection just arrived at Robinson's this week. Luxuriously comfortable designs, newest plain and striped coverings and prices lower than we can hope to repeat.

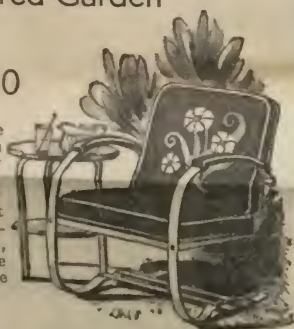
Model sketched \$38.50

A Swing that has everything you would expect in a finer piece—large adjustable canopy with closed in ends, wide fringe, extra deep valance and back drop. Reversible innerspring mattress, coil spring base, adjustable headrest, covered chains.

Upholstered Garden Chairs

... \$16.50

A truly de luxe chair for garden or porch. Very strong spring frame... deeply upholstered seat and back cushions... wide, comfortable arms... choice of coverings.



Attractive Metal Glider with decorated cushions

... \$25.00

Enjoy leisure hours in this restful, quiet, 6-ft. glider. Smooth riding, ball-bearing movement, brightly enameled white frame and decorated blue cushions. Gliders are most favored this year... be sure to see the new styles at Robinson's.



... 1941 FRIGIDAIRE ...



*Sensational
New Value!*

MODEL S-6—6.1 CU. FT. FULLY-FITTED

\$129.75

EASY TERMS

- QUICKKUBE ICE TRAYS
- DOUBLE-WIDTH DESSERT TRAY
with built-in Tray Release
- Stainless Porcelain SLIDING HYDRATOR
- LARGE 6.1 CU. FT. FOOD COMPARTMENT
- NEW LOW OPERATING COST
- FASTER ICE FREEZING
- ONE-PIECE STEEL CABINET
- SUPER-POWERED METER-MISER
- F-114 SAFE REFRIGERANT
- BEAUTIFUL DESIGN
- DAWN GREY DOOR TRIM

FRIGIDAIRE QUALITY at LOWEST PRICE
is yours in Model R-6.
Six cu. ft. food space.
Has Quickkub Trays,
famous Meter-Miser.

\$119.75

- Before you buy anywhere, shop and compare Robinson's prices
We will not knowingly be undersold on identical merchandise

ROBINSON'S

FIRST STREET AT WILLIAM

Horizon On Easter Morn Is Theme

First Annual Treasure Gardens Recalled



1940 — MAIN GARDEN HALL, TREASURE GARDEN SHOW — 1940

President's Message

DR. T. W. MacQUARRIE

Pres., Central Counties Garden Association

What a thrill to be able to call it the second annual show. When we said first annual last year, that was largely a hope, but here we are with the second, and it's worlds better than ever.

I am simply dumfounded when I see these flower lovers at work. They are intelligent people, good executives, first-class citizens, devoted souls. They get things done in an amazingly short time and with that efficiency which smacks of big business. There is so much harmony, so much enthusiasm, so much good will, such a spirit of helpfulness. And in the days just past there have been many tired hands and aching feet. Men and women who have not been accustomed to long sustained physical effort have worked steadily a full 10 hours and more each day.

There must be something which keeps people going like that. It's the inspiration of an ideal. There is always in prospect that thrill which comes from the creation of something beautiful. There is the missionary spirit which goes out into the arid spots and makes of them gardens of light and color, of love and harmony.

If you could have seen this old building before the elect of San Jose transformed it you could not but believe in miracles. I overheard some of Paul Dutcher's boys talking the other day. They had been working long and hard, but the job looked hopeless. Finally one of the seniors said, "Last year it was like this but in two days it was all fixed up. It just exploded into beauty."

So here we are again, good friends, the second annual exhibition of the Treasure Garden Show. I feel that I should disclaim all credit for its success, as I have done very little myself this year, but Mr. Oehler and his fine assistants have carried on the load much better than I could possibly have done.

However, I am sure it is one of those forward steps in this community that will long have an influence for good. Your support is appreciated, your contributions and suggestions for future shows will always be welcome.

Association Attorney Tells of Incorporation

The Central Counties Garden Association, Inc., was incorporated on the 12th day of March, 1940, under the provisions of Article I, Title XII, Division I, of Part IV of the California Civil Code as a non-profit corporation for the purpose of developing horticulture in the Central Counties of California and to promote home and civic beautification; its purpose is educational.

Through the production of Garden Shows, the Corporation endeavors to make the public conscious of what tremendous possibilities there are for improving their gardens and making their homes more attractive and enjoyable thereby.

The Association is not organized to issue stock and will not do so; it has members, but no stockholders. It does not contemplate pecuniary gain or profit to its members, and none of its profits will ever be distributed to them.

The Corporation has been determined by both the Franchise Tax Commissioner of the State of California and by the United States Collector of Internal Revenue to be a non-profit corporation and as such exempt from the payment of income and capital stock tax.

IRVIN A. FRASSE,

Attorney for Central Counties Garden Association, Inc.

554-05-5357

President



DR. T. W. MACQUARRIE

SPONSORS

Mr. and Mrs. L. E. Bailey.
Mr. and Mrs. W. E. Blaser.
Dr. and Mrs. James B. Edlitt.
Mr. and Mrs. David M. Burnett.
Mr. and Mrs. Fred M. Carter.
Mrs. W. S. Clayton Sr.
Mr. and Mrs. C. C. Derby.
Mr. and Mrs. R. A. Hanson.
Mr. J. O. Hayes.
Dr. and Mrs. W. L. MacWhirter.
Dr. and Mrs. J. J. Miller.
Mrs. Fremont Older.
Mr. and Mrs. George H. Payne.
Dr. and Mrs. Charles M. Richards.
Mr. and Mrs. Paul Shepp.
Mr. and Mrs. George L. Sullivan.
Judge and Mrs. Robert R. Syer.
Mr. and Mrs. A. L. Trowbridge.
Mrs. Edward Worcester.

Congratulations

Dr. T. W. MacQuarrie, pres.,
Central Counties Garden Assn.,
560 South First Street,
San Jose, California.

Your hard working association has again brought a beautiful garden show to the point of its initial offering. The San Jose Chamber of Commerce congratulates your organization, both for the quality of the Treasure Garden Show and the civic spirit, which made it possible. Best wishes for the record attendance the production certainly warrants.

(Signed) I. B. ADAMS, Pres.,
San Jose Chamber of Commerce.

Dr. T. W. MacQuarrie, pres.,
Central Counties Garden Association,
Inc.,
560 South First Street,
San Jose, California.

Congratulations! The Treasure Garden Shows are in the tradition of the Garden City, and the Central Counties Garden Association deserves great credit for the wonderful way it carries on the tradition. The first presentation made 1940 a brighter year. May the Second Annual Treasure Garden Show prove the same boon to our garden-minded county. Again, congratulations!

JOSEPH A. LOWRY, Pres.,
San Jose Junior Chamber of Commerce.

OLIVER KERHLEIN, PRODUCER, GIVES MANY CREDIT FOR SHOW

By OLIVER KERHLEIN

Again San Jose proves its appreciation of the finer cultural things in life through the means of its annual Spring Garden Show, which opens tonight.

And well it might, for the San Jose Garden Show has taken its place among the major horticultural exhibitions of the country and for one simple reason. That reason being that it has dared to depart from the old line of bench exhibits and present its plant material in a more modern and attractive manner.

In a way this has been done before. Elaborate settings have been constructed, before which great banks of blooms are shown. Vast audiences have come and been thrilled, as if by nature's magnificent scenery or a great orchestral band.

But the San Jose Garden Show is different. First, it is more intimate. No attempt is made to overawe one, but rather to receive and welcome a friend and to explain and satisfy him in every detail.

This show also differs from other shows in a very fundamental manner. Instead of putting the accent on the individual plant or flower as in the bench show or on the setting as in the thematic exhibits, this show uses the plant material as so much pigment with which to paint beautiful pictures.

Nor of course is this idea new. But the application of it is. Men and women have always gathered colorful flowers and worked them into picturesque arrangements. A bowl, a vase or some sort of frame has been the usual setting.

But here, tonight, we will glimpse hundreds of such pictures ranging from tiny miniatures to gigantic scenes 20 by 50 feet. Each conceived and achieved by some artistic mind. Each produced to give happiness to others and satisfaction of accomplishment to the originator.

Like other tremendous achievements, this achievement is the result of an evolution of ideas working up through many years of garden shows. It is not the work of a single person but rather the co-operative effort of many minds and due credit must be given to each. While titles have been applied to many who participated in the building of this glorious picture, none can be understood to designate a part, or limit the part played by any individual.

Assisting the writer and assuming all of the managerial detail, we list Kenneth Hartmann with a knowledge of where plant material could be found. To Carma White must go the credit for mixing the horticultural pigments on her mental palette and then composing such glorious pictures. To her also must be credited the job of co-ordinating all of the individual groupings and endeavors of others into one unified and pleasing entity.

Then at all times, everywhere, was Paul Dutcher with his fund of horticultural knowledge, giving form and actuality to the wildest imaginings of others. Assisting him were the 28 boys of his landscaping class, every one of whom deserves mention by name. Co-operating with this group were Arthur Morgan and his crew of high school carpentry boys.

Then for the last few hectic days patiently crowding fragrant color into each little nook and corner, we



OLIVER KERHLEIN
Producer of the Second Annual Treasure Garden Show.

counted over 600 individual artists from every garden and flower club in the central counties and a few from beyond, from all of the sections of California; from such institutions as the American Society of Landscape Architects, San Francisco Golden Gate Park, the San Jose Water Co. etc.

Then in the background, unseen by the public, were such all important persons, unassuming diverse garden apostles, as Fred Oehler who guided the financial structure with a firm but understanding hand; Ray Hartman who scoured, listed and gathered plant material from everywhere in the State; Don Hartman who traveled night and day to see that the tenderest blooms arrived fresh and unharmed; Fred Oppi, whose mechanical genius was evident through every difficulty; FLOYD COWAN ADD HERE—

Then there was Dr. T. MacQuarrie, president of the organization, whose valuable assistance was limited this year by circumstances beyond his control. Also Rolly Langley, garden editor of the San Jose News, to whom must be credited this splendid souvenir program and all of the work of keeping the public acquainted with the progress of the show.

And our organization is complete without the all encompassing and quiet little secretary who must remember all details and diplomatically keep the "big boys" hewing to the line, Mrs. Ethel Swiger. Also her husband Marvin, who forgot to sleep for the past few nights, and Roy Hissman a close rival for the all-night records.

Space does not permit us to list them all, but the San Jose Garden Show organization now includes within its ranks this wonderful group of workers who have given freely of their time without thought of compensation, other than to make San Jose a better place to live in and to still an added inspiration and the minds of their fellow citizens. To them all, I express my sincere appreciation of a job well done and of gracious co-operation given.

We are indebted to Floyd Cowan for the artistic treatment of the stairway. Mr. Cowan is always ready to do his share and more in an enterprise such as this. His work is greatly appreciated.

Speech For Poppy Day

By PERCY WESTPHAL

CALIFORNIA POPPY
Flower by the wayside growing
With your color, sun-defying,
Springing free from Nature's bowing
Gladdening the eye

I am deeply appreciative of the co-operation of my fellow members of the program committee, the officers and members of the Flower Lovers' Club, the Chamber of Commerce, the Junior Chamber of Commerce through its secretary, Clyde MacDonald, other organizations, The San Jose Evening News, Mercury-Herald through its special writer Ruth Rees, Mrs. Fremont Older of the San Francisco Call-Bulletin, and others.

We have made a fine beginning and I feel sure that Poppy day will be more widely celebrated next year. As program chairman, the idea occurred to me as our regular meeting fell on April 2 that it would be fine to revive the festival in honor of our State flower, the golden poppy. I remember how our beloved "Father of the Lovers' Club," Horace O. Keeling, always said "Have you got your poppy seeds in your pocket?" when we started out on a trip or drive by auto, train or street car. We dropped the seeds from the windows along the highways and byways. . . . and I thought that we might now scatter the seeds of poppy and other Californian wildings along our new highway connecting the Garden City with the City of St. Francis by the Golden Gate and the City of Ocala, also. . . . But, remember, do not pick the Poppies. . . . it is against the law except that they grow in your own yard or garden, but seeds can be bought from the florists.

The botanical name of our State flower is *Escholtzia Californica*. . . . and . . . there is a story behind that name. . . . In 1815, Dr. Johann Friedrich Eschscholtz, a German naturalist was a member of a Russian exploring expedition, also on board was his friend, the botanist, Adelbert von Chamisso, who when the bark, the Rurik, was anchored off San Francisco, took a walk inland and returned laden with the beautiful "new" flower and named it "*Eschscholtzia Californica*" after his friend, Dr. Eschscholtz. They took seeds with them on their return to Europe and published a book about it and their trip.

It is difficult to exaggerate the

Vice-President



FRED J. OEHLER
Vice-president and chairman, Central Counties Garden Association.

charm of this lovely flower. When reproduced in countless thousands, its burnished gold blossoms fairly cover the earth; the valleys becoming a sea of waving gold and bright patches of red-gold covered the slopes of the hills as far as the eye could reach. (May that day return.)

The California poppy is a true Californian, for it reveals in the sunshine, and not until the morning is well advanced does it open. . . . when kissed by the sun, it begins to unfurl its tightly rolled petals and drop its protecting cap. In the early days, when Spanish vessels sailed up and down the coast, the sailors saw the flame of the poppies upon the hills and valleys and called this "The Land of Fire." They, in a devotional spirit, disembarked to worship upon the shore saying that the "Altar-cloth of San Pascual was spread upon the hills."

The Indians in Placer County boil the plant or roast it on hot stones, lay it in water afterwards and eat it

(Continued on Page 28, Column One)

Dichondra Compared With Other Lawns

NOTE: There have been so many requests for information on Dichondra, the ground cover recently introduced in this county, the following article, first appearing January 13, is reprinted:

By R. A. LANGLEY

If you take care of your own lawn, there must have been times, after hours of back-breaking weeding, that you dreamed of some other, more hardy ground cover than grass. Something that wouldn't have to be weeded. And there must have been times when mowing became monotonous. You wished that the grass would cover the ground more readily, yet not grow vertically.

Again, there must have been times when lawn moths and brown spots crept into your lawn, marred its beauty and costing you money. Many home owners have had to put in a completely new lawn after four or five years, in order to maintain the property. They know it's costly.

Those who have tried to put a lawn under a shade tree know the difficulties. After a year or so they find it's more satisfactory to spade up under the tree and put in a bed of shade-loving plants. Certainly lawn grass is not shade-loving.

GRASS GRIEF

Lawn grass, for all its beauty, is really the prima donna of the grounds. Probably no other plants in the garden require so much attention—watering, mowing, weeding, spiking, fertilizing, and fighting the pests which attack it. And for all this care, many of the grasses will not tolerate much use. They are to be admired as scenery only.

If you have the space, time, and money to afford it, no doubt it's well worth all the care it requires. This

much is certain. Nothing can make the garden look seedier than a poorly kept lawn. If you have one, you are forced to tend it.

What's the answer? Thousands who have built new homes in the bay area during the past year have answered. For landscaping purposes, lawns are absolutely essential for surface planes and contrasts. Many have increased the paved areas of the gardens with more flagstones, or redwood blocks, or brickwork, feeling that the initial ex-

pense would be saved in a few years upkeep. But it doesn't give the green-carpet effect of a lawn. Nor does it solve the problem of the grades too steep for grasses.

MOSS MEANS WORK

There's Irish moss as one household for grass lawns. Those who have planted it can testify that mosses are always thirsty. To keep in good condition, one must roll them about as

(Continued on Page 17, Column 1)

Get Your Copy

of

Laura Lee Burroughs

Flower Arranging

A Fascinating Hobby

Volumes No. 1 and No. 2

On Sale at Our Booth

TREASURE GARDEN SHOW

on First Floor

The Coca-Cola Bottling Company of California

Treasure Garden Show
Will Be Open From
10 A. M. to 10 P. M.

Friday, Saturday and
Sunday

Admission Nights. 50c

Days 25c

Children 10c

Beautify Your Home This Spring

It will pay handsome dividends by enhancing the value of your property and the personal satisfaction and pride you will feel in knowing you have made your "house" into a home; not only a place to live, but attractive surroundings for your family to enjoy. Only a few of your friends enjoy the beauty of the interior of your home, but thousands will judge you by the appearance of home surroundings.



Our Landscape Department has planted hundreds of Homes in Central California. Let us help you plan and plant your garden—you will find the rest very nominal compared to the pride and joy you will get out of it every day in the year.

Visit Our Display at Treasure Gardens Show . . . April 11 to 13 . . . 560 South First Street

FLORAL DEPARTMENT

We have a large assortment of cut flowers, also potted plants suitable for Easter, including Easter Lilies, Hydrangeas, Roses, Cinerarias, Azaleas and mixed pots. Easter Flowers delivered anywhere by telegraph. OPEN SUNDAY.

LEONARD COATES NURSERIES

INC.

RAY D. HARTMAN, PRES.

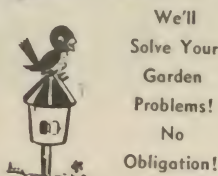
Brentwood
Oakland

Main Office and Saleyards, 2201 The Alameda, San Jose

Morgan Hill
Santa Cruz



**YOU'RE
INVITED**



We'll
Solve Your
Garden
Problems!
No
Obligation!

DROP IN...

We welcome the opportunity to help you plan and improve your lawn and garden. Bring your problems to us!



THE FARMERS UNION—Since 1874—Forges Ahead

SEE FOR YOURSELF...

See for yourself just what The Farmers Union has to offer in the way of seeds, fertilizers, insecticides and numerous essentials to a handsome lawn and garden.



TO VISIT OUR DISPLAY BOOTH

IN THE SECOND ANNUAL

FLOWER SHOW

AT

TREASURE GARDENS

Let our garden experts help you solve your garden problems. You will always get quality and value at the Farmers Union. Our assortments are complete and our prices extremely low. Do your shopping at the Farmers Union, San Jose's pioneer retail establishment. Friendly service, free delivery, cheerful credit.

SHOVELS

Long handle, hollow back.
Ash handles. **\$100**
Good and sturdy.

CULTIVATORS

Four carbon steel teeth.
Excellent for digging around
flowers. **\$110**

GARDEN RAKES

Fourteen teeth... bow
type. All steel
with 5 1/2-foot
handle. **\$125**

HANDI-CARTS

Channel steel. 2 cu. ft.
capacity. 10-in.
wheels. Rubber
tires. Makes gar-
dening easier. **\$595**

GRASS HOOKS

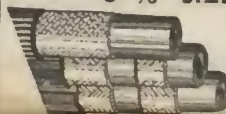
Two-piece detachable
blade. Riveted to
insure sturdiness
and long service. **85c**

**LAWN
SPRINKLERS**
25c UP

QUALITY

GARDEN HOSE

• 5/8" SIZE • RIBBED FABRIC



• CORRUGATED
25 Feet
for Only **\$149**

We Have a Hose for Every Purpose!

A GENUINE ECLIPSE

LAWN MOWER

• SELF-SHARPENER
• SELF-ADJUSTER

WITH
• 10" WHEELS
• 14" CUT

"The Arlington." An ex-
cellent mower in the me-
dium price range. Sturdi-
ly constructed by
Eclipse.



FOR ONLY

\$875

* SAVES SHARPENING AND * ADJUSTING EXPENSE

OTHER MOWERS FROM \$5.25 UP!

These Unusual

Garden Show Specials

May Be Purchased in Our Store
FRIDAY and SATURDAY
at These Outstanding Prices!

ALL-STEEL LAWN RAKE

21 tines, flat spring steel, 4 1/2-ft. han-
dle. A true bargain. **49c**

"BURNS" GRASS SHEARS

High quality serrated steel blades.
Malleable iron handle. Works easily—
cuts clean. **\$125**

HEDGE SHEARS

Polished blades, riveted ash handles.
Notched blades for better cutting.
9" Size **85c**

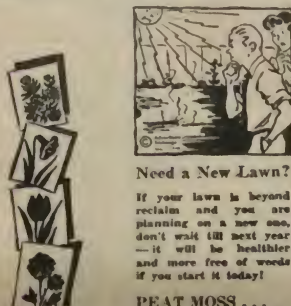
ELECTRIMMER

Electric hedge trimmer. It's fun,
not work, to cut your hedge this
easy way. **\$29⁵⁰**

4-FT. STEP-LADDER

Made from selected ladder stock. Full
rodded steps with corrugations. A
dandy value. **\$129**

PROGRESSIVE HINTS ON PLANTING LAWNS



Need a New Lawn?

If your lawn is beyond
reclaim and you are
planning on a new one,
don't wait till next year
—it will be healthier
and more free of weeds
if you start it today!

PEAT MOSS...
Bale **\$3.15**



Prepare the Soil!

For lawn planting, turn
over the earth and cover
with a well balanced
fertilizer.

VIGORO...
100 lbs. **\$3.50**
Spad. Forks **\$1.49**
Sheep Manure
100 lbs. **\$1.65**



**Sow a Good
Mixture—**

and mix well before sow-
ing in order that distri-
bution may be complete.
Seed two or three weeks
after fertilizing.

BLUE GRASS
Lb. **49c**



**Roll, Water and
Watch!**

See us when you need a
roller—we rent them!
For quality garden hose
—don't miss paying us a
visit to inspect our many
show and grade.

THE FARMERS UNION

151 WEST SANTA CLARA ST.

BALLARD 7000

Potted Easter Lilies Can Be Saved, Moved Into Garden

By R. A. LANGLEY

Since earliest history, in every land, flowers have been associated with the most important events in man's life. Naturally, then, they have been the symbols of religion. And not strangely, they have been symbolic with those who profess no religion whatever, thus flowers' universal importance is conclusively proven.

This is the Easter season, and among those of the Christian faith, the most significant time of all the year. In this country, the flower of Easter is *Lilium longiflorum*, variegatum—the "Easter Lily." It is the most important and popular flower in the great lily family, and millions of them are propagated annually, for the American call (lilies are not the flower of Easter in Palestine, for one example. There, it is the custom of Christians to go into the countryside and pick wildflowers, and the Easter lily is not among them.) Four other varieties of *Lilium longiflorum* are also used as Easter lilies, the species: the Formosa type, Harriet and multiflorum.

NATIVE TO CHINA

All of them are native of China, were early taken to Japan. Perhaps the very lilies you bought in pots this year were propagated in Japan or Formosa. As the demand for them grew in America, an industry sprang up in Bermuda to supply it. After a time, bacterial disease nearly wiped out the business, and the Japanese, who had not been unaware of the Bermuda trade, quickly assumed the major share of it. Ever since, millions of bulbs have been grown there annually.

However, lilies everywhere are quite susceptible to this disease and the Japanese have had considerable trouble in shipping clean stock. Now bulbs are grown in the United States, and as world conditions make cargo space almost prohibitive, American growers have an advantage. The bulbs are much cleaner and plantings are on the increase, as with all other bulbous plants.

Don't let the case history of Easter lilies stop you from planting them. Because amateurs have had a better record with them as a garden flower. Naturally a wild flower, or one that needs little care, make a beautiful addition to any area, garden. This might appeal to lazy or busy gardeners—once planted correctly in the right location, they can almost be forgotten until the pure beauty of their blooms demand attention.

HOW TO PLANT

As to the planting, several require-

He Tends To The Booths



ELMER H. HOAGLAND
Director in charge of commercial booths and relations.

ments must be observed. Like most bulbous flowers, Easter lilies demand an acid soil. They will not tolerate a lime soil, nor do they want a pH above 6.5.

Drainage is important. A clay soil which allows water to remain about the bulb will soon produce rotted plants. Well-rotted manure, worked deep into the ground, with sand, if it seems needed, will be a good precaution in most gardens. Since well-rotted manure is not always available in cities, commercial peat moss will prove a very good substitute. Manure must be rotted, as the fresh will attract ground pests which would otherwise never bother the bulbs.

When advised to work the material deeply into the soil, remember that the bulbs should be planted with the tops of the bulbs three times as deep as the widest diameter. Thus a small two-inch bulb should be planted in a

hole at least eight inches deep, and a three-inch bulb in a hole a foot deep. Since these plants like semi-shade, they are well placed under trees and do well on slopes where adequate drainage is assured. Easter lilies are so deep so deeply that other flowers can be planted around them on higher levels. In fact lilies apparently like to be crowded. If cinerarias, cyclamen, columbine, ferns, perennial phlox

or similar flowers are planted nearby, all can live harmoniously. As Easter lilies are white, they will not make a color clash. They seem to take strength from their neighbors and need less making are more protected.

FOR GARDENS

In making a garden plan, consider the Easter lily as a good fill-in between shrubs or with a background of rhododendrons or magnolias of the bushy

wet. Camellias and Easter lilies make a good combination, keeping size location, illustrating for a longer period of bloom. While the magnolias are in bloom, the Easter lily is growing, not detracting from the magnolias claim for your eye. Then, from June to August, the Easter lily will bloom against the glossy background of the

(Continued on Page 14, Column Two)

Customer Confidence Counts Most

BLUM'S

EMPLOYEE OPERATED FOR STYLE AT SAVINGS

Your Gardening Will Be Fun In

"Country Cousin" Garden Togs

2⁰⁰ and 3⁰⁰ each piece



Hollywood premiere fashions—Styled for the Stars and made especially for California wear! These smart new classics, stolen from your "Country Cousin," are ideal for the garden, sports and leisure hours. Fashioned of sanforized denim in red and white and beige and white stripes. Sizes 12 to 20.

Blum's Sport Shop

JACKETS — Finger-tip length, short sleeves, hi-low neckline, 2 patch pockets... 3.00

SLACKS — Beautifully fitted, suspender top, zipper placket, 2 pockets... 3.00

SHORTS — Suspender top, zipper placket, slash pockets, cuff bottom... 2.00

SKIRT — Adjustable suspender top, slash pockets, full flare... 3.00



It has been our pleasure and honor to exhibit at both the first and now the second

Treasure Garden Show

This year tree peonies are exhibited from our collection, believed to be the world's largest.

You're always welcome at our nursery, which specializes in Camellias, Rhododendrons, Azaleas and Tree Peonies.

DOMOTO NURSERY

26591 Sorensen Lane — Hayward

West Side Highway 17
2 Miles South of Hayward

TEL
538

Exhibitor in Treasure Gardens



TOICHI DOMOTO

World authority on Tree Peonies, Camellias and Azaleas.

Domoto, an Exhibitor, Gives Brief History of Tree Peonies

By TOICHI DOMOTO

Tree peonies are one of the oldest plants in cultivation. Chinese records as early as 536 A. D. give them the title "The King of Flowers." The tree peony was introduced from China into Korea about 552 A. D. by the Buddhist monks. The eighth century finds them in Japan, where a steady improvement has been made on them by private fanciers. Later, size and flower character has been their goal, rather than doubleness which seems to have been the aim of the European breeders. England was probably the first European country to import the tree peonies from the Orient. This was in 1784 or 1786. The American cultivars were introduced to the business along in the early 19th century.

Young peonies, however, have a habit of being quite complete in color that is quite complete. They were white through all the shades of pink to deep red, from orchid to magenta, and even the yellow, the rarest of the group. Although exceedingly hardy in the dormant stage, they need protection after growth has started from the early spring frosts. A location that is protected from the prevailing winds with a background of dwarf to medium growing evergreens is ideal. The background of a herbaceous border is another place where the tree peony shows to advantage, either as a group or as single specimens. Do not fail to allow at least three square feet of space.

Tree peonies differ from the well-known herbaceous group in that the tops do not die down to the ground every season, but retain their short annual growth of two to six inches. A plant five to six feet tall has taken scores of years to attain its shrubby character. Thus shrubby or woody peony would be a better name for the group rather than tree peony, the name given to it when the Latin "arbores" was translated.

The transplanting of bare root plants in California is from September

to December, and those from containers, any time. A season's good growth is required to establish the plants in the new location and flowers of large size should not be expected before the second season.

When planting, dig the hole extra large, as the peony is a gross feeder and rooter. The soil should be well drained and sweet. Use good garden loam enriched with bone meal and well-rotted manure. Peat or leaf mold should be added to the above, as it aids in foot formation and moisture retention during the dry summer. Set the plants deeper than they were in the nursery row. In the case of 2-year-old grafts on herbaceous roots, it is better to cover the two lower buds with soil to help in the formation of own roots from the base of the buds. Plants grafted on mauls (not pine roots) will have to be watched for suckers, which must be removed as soon as possible. Suckers on seedlings can be allowed to grow as they will be the same as the top. A planting distance of four feet is recommended.

Keep the new growth staked up as the heavy flower buds are easily swayed with the slightest breeze and result in breaking the shoot from the old wood, a loss of an entire season's growth. Watering during the summer months is imperative. A mulch of peat or well-rotted manure is very helpful. Feed with the bone meal and a nitrate fertilizer such as cotton seed and again in January.

A dormant spray with Garden Voile and Bordeaux should be applied in the fall, and a Bordeaux spray in the spring after plants have finished flowering. Watch for snails and slugs on the new growth as they seem to be very fond of the peony.

There are so many different colors and forms to select from that it is advisable to select the plants in flower for selection.

LIONS

REMODELING SALE
NOW IN PROGRESS

Second Street at San Fernando

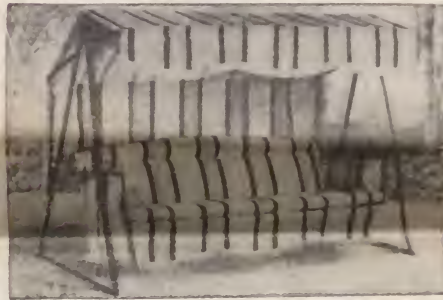
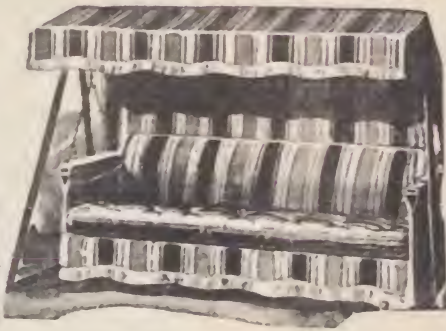
See Our Treasure Garden Display of Outdoor Furniture

Couch
Hammocks
with coil spring pad

\$26⁹⁵

Easy
Terms

Restful and inviting . . . but made to take wear. Heavy steel frame. Covered chains. Helical coil suspension. Heavy striped covers in a choice of colors.



Low-Priced
Comfort

\$18⁹⁵

Easy
Terms

Sturdy, built-in a sturdy steel frame with a large back drop. Strong steel frame. Helical coil suspension. Durable striped covers.

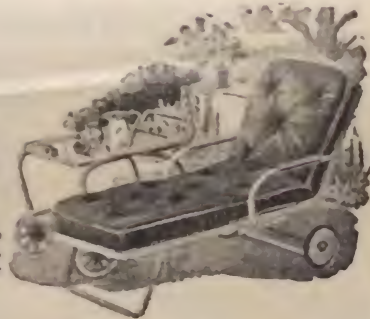
Sun Chaises
Adjustable!

\$12⁵⁰

and

\$18⁹⁵

Roll them anywhere! Adjust to three heights. Grand for loafing, reading, sun-bathing. Steel frames. Comfortable pads.



Steel Chairs

Special \$3⁹⁰

Strong tubular steel chairs with weather-proof finish. Wide, deep saddle seat. Posture-fit back. Sag-proof. Blue, Red, Green or Canary.

Buy on Terms

• FREE PARKING •



DON'T WAIT

—FOR YOUR—

HOME LOAN

Low
Rates

Easy
Terms

No
Extras

Nucleus is equipped to give you immediate service. The money is here — ready and waiting. And the very day you ask about a loan an appraiser will inspect your property — without cost or obligation. Drop in for details.

Nucleus

Building & Loan Association

• NORTH FIRST STREET •

FLOWER ARRANGEMENT ENTRIES

Mrs. Kenneth Van Gundy.
Mrs. O. W. Ehlers.
Vivian Rooney
Mrs. Robert Wilmoth.
Mrs. Ralph E. Morris Sr.
Mrs. Dumas Leitch.
Mrs. Ragsdale Caldwell.
Mrs. Jeanette Hamilton.
Mrs. P. W. Hadley.
Mrs. Arthur Bechaw.
Mrs. Alvin Searles.
Mrs. May McCorkle.
Mrs. Oren Nicholson.
Mrs. Louis A. Rosal.
Mrs. J. A. Searol.
Mrs. Jeanette Amand.
Mrs. Howard Buffington.
Rosalie Beedfield.
Mrs. George O. Kusch.
Marie Hansen.
Mrs. D. B. Mansfield.
Mrs. Thomas J. Power.
Miss May Crockin.
Miss Kathryn Menaco.
Mrs. W. L. MacWhirter.
Mrs. P. Galtner.
Mrs. C. H. Hill.
Miss M. E. Parr.
Mrs. H. Pratt.
Patricia Oakes.
Mrs. Charlotte Schatz.
Mrs. J. R. Russell.
Mrs. Celia Sagerman.
Mrs. Robert Desmond.
Mrs. Joe N. Gustafson.
Mrs. Leo S. Price.
Miss Barbara Bonrill.
Mrs. C. W. Barry.
Miss Alma M. Blair.
Mrs. E. H. Harney.
Mrs. A. J. Rhen.
Miss Lois Tacheco.
Mrs. Theron Fox.
Miss Fern Simon.
Miss Carrie C. Manabee.
Mrs. Thomas Estudillo.
Mrs. A. B. MacSweeney.
Miss Emily Thompson.
Miss Daina Archibald.
Mrs. Dorothy Hall.
Mrs. Stoneking.
Bernard Hosholt.
Miss Aldene Williams.
Fred Triplett.
Miss Christie Schneider.
Mrs. E. Walter Hunt.
Leslie Kiler.
Charles Gorham.
Jack Daniels.
Charles Haas.
Mrs. H. L. Wentle.
Mrs. E. Bryan.
Miss Pearl Drake.
Miss Clara H. May.
Miss Rose Corotio.
Mrs. R. B. Lockwood.
Miss Margaret Arley.
Mrs. Beryl P. Ward.
Mrs. G. F. Fickie.
Mrs. Norman T. Moulton.
Mrs. James Douglas.
Miss Mae Volkers.
Mrs. Joseph L. Morettini.

Designer of Theme



MISS CARMIE WHITE
Designer of the theme creation, "Horizon on Easter Morn," and director in charge of flower arrangements. Miss White was chief designer of second annual Treasure Gardens Show.

Mrs. F. C. Harvey.
Mrs. Helen Appleby.
Miss Muriel Martin.
Mrs. Joe Gomez.
Mrs. Gaspar Greco.
Mrs. L. E. Ritter.
Mrs. C. A. Swain.
Mrs. D. V. Tuttle.
Mrs. O. Rugginbotham.
Mrs. Mayna Cornett.
Miss Clara Sutornus.
Mrs. Mildred McPherson.
ESQUIRE
Leslie Kiler.
Charles Gorham.

Dr. Richards.
Fred Triplett.
Jack Daniels.
Charles Haas.
Wm. Pengilly.
Rupput M. Trinidad.
Dorcy Howard.
Jack Green.

SOUNDPROOFING.
The prospective home owner may achieve effective soundproofing between two bedrooms or between bedroom and bathroom by locating closets in the connecting walls. The double walls form good barriers to sound.

Luncheon Table Flower Arrangements

Mrs. F. W. Hadley to present a luncheon table with Easter characters made of flowers.

Mrs. Celia Sagerman — A frosty luncheon for warm friends.

Mrs. Emerson Leitch—Easter bonnet luncheon.

Mrs. Lillian Searol — Luncheon with roses.

Mrs. H. O. Schatz—Luncheon in the tropics.

Mrs. Joel N. Gustafson — For "do drop in friends."

Mrs. H. O. Schatz—For the tired shopper.

Novelty arrangements will be created in kitchen utensils. These are made of anything from building pans to antique copper basins.

Mrs. Helen Appleby, Miss Pearl Drake, Mrs. P. W. Hadley, Mrs. Howard Buffington, Miss Christie Schneider and Mrs. Gaspar Greco are a few of the ladies participating in this affair.

Outdoor living room flower arrangements will be shown in the Pacific Paradise Room and are to be displayed on appropriate tables by Mrs. C. A. Swain, Mrs. D. V. Tuttle, Mrs. G. Rugginbotham and Mrs. A. B. MacSweeney.

A group of exotic arrangements are to be made by Mrs. R. E. Merrill, Mrs. Kenneth Van Gundy, Mrs. W. L. MacWhirter, Mrs. Jeanette Hamilton, Mrs. O. Rugginbotham, Mrs. D. B. Mansfield, Marie Hansen and Jack Daniels.

Forestry is one of Canada's three leading primary industries.

Construction Director



V. FRED OPPEL
Director in charge of construction.

Supervising Committee on All Flower Arrangements

Mrs. Frank Brown
Miss Grace Bucknall
Mrs. Curtis Lindsay
Mrs. Ruth Turner
Miss Carma White

For The Gardener's Bookshelf

From primer to "post graduate" we've collected a group of helpful book aids to the art of gardening!

New Garden Encyclopedia—Wise.
Nationally advertised and nationally accredited as the handbook of American gardeners. 2.50

America's Garden Book, by Louise and James Bush-Brown.
Geared to meet the needs of the "home" gardener who is interested in redoubts as roses. 2.50

Norman Taylor's Garden Dictionary.
Formerly a two-volume \$11.00 set, this work is 82% material written by California gardeners. Now 1.50.

Garden Planning and Building, by Orloff and Raymond.
The most effective use of the land with emphasis on maximum efficiency in garden maintenance. 3.00.

Flowers: Their Arrangement, by Gregory Conway.
A "how-to-do-it" manual streamlining basic line, form, 2.50.
And two books for color planning—

Garden Flowers in Color, by Stevens, and Garden Bulbs in Color, by McFarland.

Garden Flowers in Color, by Stevens. 400 color plates 1.95. **Garden Bulbs in Color, by McFarland.** 375 color plates 1.95.

The Gladiolus, by Forman T. McLean.
A guide to the growing and showing of fine specimens. 2.00

Lilies for American Gardens, by George L. Slate.
Methods for producing hybrids add to the interest of this study in growing lilies. 1.50.

Bouquets and Bitters, by Julian R. Meade.
The country's famous gardens visited and reported with wit and wisdom. 2.75.

From Sunset Magazine.
Three books—the familiar and indispensable "Complete Garden Book," dedicated to the small home garden, the *Baroque Book*—certainly a part of a California garden (detailed plans are given) and a new book, *Visual Garden Manuals*, a step-by-step aid to the novice and to those who aren't too old to learn new tricks. Each 1.00.

Bulley's Standard Encyclopedia of Horticulture.
This is the "master work" trading all reliable information about the plant world. 4 vol. set 15.00.

Flowering Shrubs of California, by Lester Rowntree.
The title and author tell a full story of the value of this book. 1.00.

Gardening in the Shade, by H. K. Morse.
How to utilize those "just won't grow" places. 1.00.

Garden Clubs and Spades, by Laurence McKinney, with pictures by Helen E. Hokinson.
A friendly satire on the follies of Garden Clubbers. 1.00.

The Garden of Pinks and the Garden of Larkspur.
Two guides to the growing of old garden favorites. Each 1.00.

Constance Spry's Garden Notebook.
As informal as a back-fence chat, a "notebook" mixture of common and nonsense. 1.00.

Flowering Earth, by Donald Calross Prattie.
To no other modern author has been given the ability to interpret the spiritual results of the plant world. 1.50.

You are cordially invited to inspect at your leisure these and many other garden books in our exhibit at the Treasure Garden show on the balcony.

CURTIS LINDSEY BOOKS AND STATIONERY

77 South First Street

Phone Ballard 2655

Nathan-Dohrmann NEW! FOLDING

COFFEE
TABLES
3.95

Mahogany - finished tea tables that, when folded, make a colorful fireplace screen. While they last!

Gifts—2nd Floor



PACIFIC'S ARCADIA
POTTERY SET FOR 4

Reg. 6:20 **\$3.45**

Amazingly low priced for this fine pottery. Refresh your table with this lovely service for 4 in still feature priced! Each grand dinner to choose from as wild rose, mustard yellow, azure blue and old ivory.

DINNER WARE—First Floor

Gardeners To Plant More Vegetables

A world-wide shortage of onions is in prospect. Onions have been so scarce in Great Britain during the past winter, they were auctioned off as prizes in relief bazaars; and in this country onion seed is selling this spring at two times last spring's price because of seed crop failure. The seed crop now being grown has met with grave difficulties so the outlook that onions will be in short supply for two years at best.

Defense gardens may grow onions, not only for eating in the sprout stage as green onions, but to provide mature bulbs for winter storage. While onion seed prices have gone up, onion sets, which are most easily handled in the small garden, have not.

Small onion sets should be used in the garden when the objective is large dry onions. For the production of green onions for bunching or table use larger sets are better than the very small ones. Onion sets from 1/2-inch to 1 inch in diameter or slightly larger, grow faster, because there has been stored up in the bulb plant food which is quickly made available for the growing plant and green onions grown from larger sets are likely to be more crisp and tender than if produced from smaller sets.

For green onions it is advisable to plant onion sets about 2 inches below the surface. So that there will be a succession, many home gardeners plant onion sets at intervals of a week



An Example of Pot Propagation

O. E. HOPFER and daughter Aileen of Oakland inspect method of propagating which does not injure plants. Rhodias and camellias are safe.

to 10 days. White onion sets are the most popular for the production of green onions, but yellows are frequently used, and if one does not object to the color, red onion sets may also be used for this purpose. Remember that onions like a rich soil. A balanced plant food should be

applied at the rate of one quart to 50 square feet, raked into the top soil before the sets are planted.

From 15 to 20 pounds of large onions can be produced from 1 quart of onion sets which do not run more than 1/4-inch in diameter. At prevailing retail values of both onions

and onion sets, from a dollar's worth of onion sets from \$25 to \$50 worth of onions can be produced.

Dripping cold water pipes in the basement are caused by condensation. A covering of insulation is about the most effective way to stop the dripping.

Make your garden a complete outdoor living room ---



For Barbecue Pits
4 CARLOADS FLAG-
STONES IN ALL
COLORS
BRICK
TRANSIT MIX CON-
CRETE
BARBECUE GRILLS
Many Types to Choose From

For Better Plants
and Lawns
Vigoro and All Other
Garden Fertilizers
Gypsum and Soil Condi-
tioners
Peat Moss and Leaf
Mold
Garden Sand and Loam

For Paved Areas
& Garden Walks
BRICK
FLAGSTONES
PATIO TILE
TRANSIT-MIX
CONCRETE
GRAVEL

VISIT OUR BOOTH AT THE SHOW
We will be here tomorrow to back up what we say and do today.

BORCHERS BROS.
BUILDING MATERIALS AND FUEL



S H O P
at
Sears
for
ALL
G
a
r
d
e
n
AND
H
o
m
e
NEEDS

**SEARS, ROEBUCK
AND CO.**

350 S. First Col. 3285

Protect Plants From Draft For Faster Growth

If the thought of creating a garden as a peaceful refuge from weekday worries bothers you, there's no need to wait for balmy weather. Seeds can be sown and plants hardened and protected against cold spring air in cold frames and hotbeds, the amateur gardener's inexpensive substitute for a greenhouse.

A southern exposure, out of the way of the wind, is the ideal location for the frame. Concrete walls are recommended, but heavy planking of well-treated is satisfactory. The frames should measure 16 inches above the ground in back and 8 inches in front, to permit the glass to slope for drainage and to expose more surface to the sun. Standard sash is 3 feet wide and 6 feet long. Keep sash well painted. The walls should be 20 inches below the surface and the bottom of the pit well-drained. A wire netting laid under the bottom will keep out moles and other rodents.

Hotbeds differ from cold frames in that they are supplied with some form of artificial heat. Seed may be sown in the hotbed several weeks before it is advisable to use the cold frame, and the young seedlings will make much more rapid growth.

In manure-heated hotbeds, use fresh horse manure from stables where straw has been used for bedding. About four cubic yards of manure will be needed for a single sash hotbed. After the manure has been placed in the pit and evenly tamped to a depth of two feet, a thin layer of straw should be placed over it and four to six inches of soil should then be added. When the soil temperature has cooled

Outdoor Living Room



The modern "back yard" is a far cry from the old-fashioned eye-sore. Good planting and comfortable garden furniture make it the most popular "room" in the house. Central California gardeners like the privacy, the pleasant surroundings—give their back yard more thought and time than the front.

down to 75 degrees, the bed is ready for use and seed may be sown. Various types of efficient electric units have been designed especially for heating hotbeds. Operating cost

usually averages one kilowatt hour per square yard of hotbed per day. The seedbed soil may be placed over the cable to a depth of 6 inches. If flats are to be used, 3 inches of sand may

be spread over the cable and the flats placed upon the sand. In extremely cold weather, cover the bed with a mat of some sort.

Texture of the hotbed soil is of far greater importance than fertility. It should be loose and mellow. One part good garden loam, one part coarse sand and one part moss or fine leaf mold makes a good mixture. To control fungi, seed and soil should be sterilized.

Level off the soil and firm it slightly with flat piece of wood. Sow the seed evenly, and not too heavy, or the seedlings will soon become overcrowded. After sowing, cover with finely sifted soil or sand. Fine seed requires only a light sifting of soil while larger seeds may be covered to a depth of one-half inch or more. Firm the soil lightly again after the seeds have been sown and covered.

Next, water the seed with a very fine spray and do not allow the soil to ever dry out completely. Cover with burlap, cloth or paper to shut out the light, as seeds germinate best in darkness. As soon as seeds have germinated, remove the covering and allow sunlight to enter. On warm sunny days in late winter and early spring the sash should be partially raised, but lower it again before temperature drops in the afternoon.

Plants grown under glass should be watered when the temperature is rising, so it is best to water hotbeds in the morning so the foliage will be dry by night. In cloudy weather, withhold as much water as possible in order to avoid trouble from various fungus diseases. Before renewing soil in the bed,

scrub the sides with a mixture of disinfectant and a strong heavy water.

To start vegetables in a garden, purchase seed from reputable seedmen. Healthy plants in hotbeds usually mean a disease-free crop in the garden. Dig or spray tomatoes and eggplants twice before setting out.

Vegetables best started in hotbeds are:

BROCCOLI—Any well prepared soil. Two to three down plants will do for a family. Seed germinates in a week. Start eight weeks before setting out. Shallow cultivation.

CABBAGE, CAULIFLOWER—Seed germinates in a week. Plants must be hardened off before transplanting. Set 18 inches apart in rows and two feet between rows. Set a little deeper than they were inside. Do not harvest until heads are solid. Two to four dozen plants per family.

LETTUCE—Grows best in cooler months. Start under glass, keeping temperature between 50 and 60 degrees. Apply nitrogen, one pound to 25 feet of rows, two weeks before harvesting. One packet of any variety of seed will do.

TOMATOES—Sow tomato seed in neutral and light soil. Best plants come from seeds which germinate first. When plants are a week old and with true leaves showing, transplant to a flat of seed soil, two inches apart each way. Two weeks later transplant to four inches apart—same soil. Set out when six to 10 inches high, three to four inches apart, slightly deeper than when in flats. Staking is best method of insuring solid fruits, otherwise place straw on ground under plants.

ROOS BROS



*Roos Denims
for Play*

Put these seven pieces together in your own way!
SLACKS, a pleated style tailored trouser 1.95
MIDDY BLOUSE, either a shirt or jacket . . . 1.95
PEA JACKET, long and roomy and very smart . . 2.95
SHORTS cut longer in the 1941 manner 1.95
CULOTTES (not shown) for a skirt effect . . . 2.95
HALTER for "sunnies" 1.00 SKIRT, tailored . 1.95

Roos Bros

First Street Near Santa Clara

Congratulations . . .

Treasure Gardens Show

We take this opportunity of giving credit and thanks to the people who helped make this Show a success.

FIRST

Visit Our Display at the Show

A Full Line of Garden and Nursery Supplies

We Are Featuring

- Ortho Spray Products
- Germaine Seeds
- Boyco Wheelbarrows
- Hudson Sprayers
- True Temper Tools
- Black Leaf 40
- Fuller Paints
- Peat Moss

Gaviota and Vigoro Fertilizers
Also

A Complete Stock of Other Fertilizers

Then Visit Us

At Our Newly Remodeled Store, and Receive Dependable Garden Information

Orchard Supply Co., Ltd.

44 Vine Street

Ballard 2858

Springtime is Garden Furniture Painting Time

GARDEN FURNITURE, NEW \$19.50 Set
COLORNEW with DECORET \$ 1.25 Set

DECORET ENAMEL
IS EASY TO USE!

We carry a complete line of Fuller Paints. See us about your paint problems. Information given cheerfully.

Orchard Supply Co., Ltd.

44 Vine Street

Ballard 2858

ASSOCIATE MEMBERS

Mr. and Mrs. Carl J. Seneker.
Mr. and Mrs. H. F. Porter.
Miss Beldon Gallaher.
Dr. and Mrs. James B. Bullitt.
Dr. and Mrs. W. L. MacWhitter.
Mrs. Max Blum.
Mrs. Mabel Parnay.
Mrs. Fred S. Wilson.
Mr. and Mrs. L. P. Edwards.
Dr. and Mrs. Earl O. G. Schmitt.
Mr. and Mrs. Victor Hillis.
Mr. and Mrs. Elina Nye Thayer.
Mr. and Mrs. Robert C. Kirkwood.
Miss Emma Barnhebel.
Mr. and Mrs. Fred Neuroth.
Mrs. Sydney Broedel.
Mrs. Holtum.
Mrs. Margaret H. Chappell.
Mrs. G. Walter Hunt.
Mrs. S. G. Tompkins.
Miss Bernice Tompkins.
Mrs. Jerome Chappell.
Mrs. Giles Bradley.
Mrs. Iser Freund.
Mr. and Mrs. William Binder.
Mr. and Mrs. W. L. Atkinson.
Mr. and Mrs. Hugh A. Studdert-Kennedy.
Mr. and Mrs. Conrad Jansen.
Mr. and Mrs. W. C. Barkuloo.
Mr. and Mrs. Charles E. Howes.
Mr. and Mrs. Robert Cupples.
Mr. and Mrs. Harold White.
Miss Frances M. Halford.
Mr. Robert F. Benson.
Mrs. John Hunt Shephard.
Miss Myra Shephard.
Dr. and Mrs. Alonzo H. Osborne.
Miss Marjory Anderson.
Mrs. Mabel R. Franklin.
Mrs. John T. Archer.
Mr. and Mrs. Albert R. Thompson.
Mr. and Mrs. Henrie G. Hill.
Mrs. J. S. Williams.
Mrs. A. B. MacSweeney.
Mrs. I. B. Adams.
Mr. and Mrs. Fred T. Hanchett.
Mr. and Mrs. Thomas Blanchard.
Mr. and Mrs. Phil Herold.
Mr. and Mrs. Harold Wehner.
Mrs. Edward Weesler.
Dr. and Mrs. Davis.
Mr. and Mrs. Evan Heid.
Dr. and Mrs. John J. Miller.
Mrs. Harold P. Turner.
Mrs. S. H. Chase.
Mr. and Mrs. Edith Cogwell.
Mr. and Mrs. Herbert Gray.
Mr. and Mrs. Oliver Blanchard.
Mr. and Mrs. E. H. Livingston.
Mr. and Mrs. Theron Fox.
Rose W. Shoup.
Mrs. Lawrence Case.
Mr. and Mrs. Elmer Stafflebach.
Mrs. Charles F. Crothers.
Mrs. Helen Wines.
Mr. and Mrs. Morton E. Roskowitz.
Dr. and Mrs. Josiah Kirk.
Mr. and Mrs. Curtis Lindsay.
Mr. and Mrs. Charles Gladding.
Miss Jean Gladding.

(Continued on Page 22, Column One)

Flower Arranger From Saratoga



MISS GRACE BUCKNALL

One of the four professional instructors in flower arrangements who have supervised the many exhibits in the flower arrangement section.



WE'LL SERVE
YOU

on the

ROOF GARDEN
at

Treasure Garden Show

For Your Parties

We Have a Complete Service

Fine china, lovely silverware, crystal glassware, good linens, tables, chairs, excellent food and trained servants.

"WE FURNISH EVERYTHING BUT THE GUESTS"

Huber's Catering Co.

486 Almaden Avenue

Ballard 1403

Electric Heating Cheap, Efficient

Various types of efficient electric units have been designed especially for heating hotbeds. Operating cost usually averages one kilowatt hour per square yard of hotbed per day.

Square Plot Best For Planting Corn

Amateur gardeners should plant corn in a square plot, rather than on a single row along the side or end of a garden. Each kernel of the growing corn must be fertilized by pollen drifting from the tassel to the silk of the ear.



Hart's
GIVE "20% GREEN STAMPS"

Fashion Says:

Go Western!

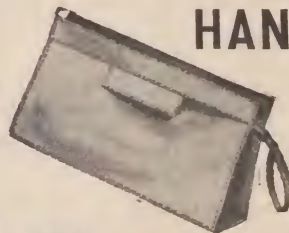
We Suggest The New

Saddle Leather
HANDBAGS

\$2.50

—for tweeds and casual sports costumes... they're the "natural" complement! Zipper tops and envelope styles.

Other SADDLE LEATHER HANDBAGS, \$3.50



(HART'S—
Handbag—
Street 100)

HART'S
FEATURE

AMERICA'S No. 1
SPORT SHOE!

FOR
PLAY!



FOR
SPORT!



In California Saddle Leather,
Blue and White and
Brown and White..... **\$2.98**

FOR
SCHOOL!



(HART'S—Shoe—
Street 100)

Progress for San Jose Means We Progress too!

Widening of West San Carlos Street has forced us to move to bigger and better location—just one block from where we are now—Vaughn and West San Carlos Streets.

So **20% Off** for Our Moving Sale!
Now's the first chance to plant shrubs and trees—evergreen and deciduous—citrus fruits, bedding plants.

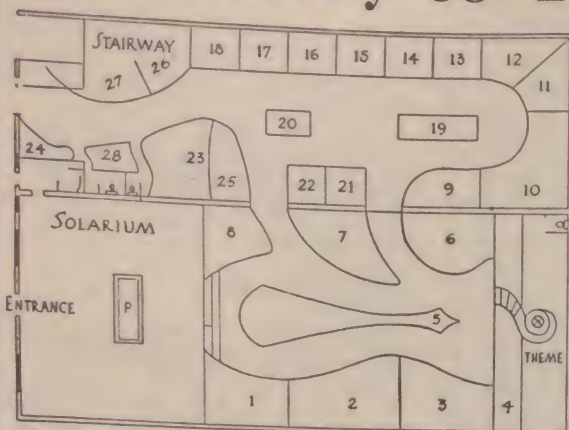
WE HAVE IT NOW! DICHONDRA REPENS
THE GREAT NEW LAWN FROM THE SOUTHLANDS!

Needs No Mowing, No Fertilizer - - Free from Moths
This Is the Lawn You've Been Waiting For

See It at Bachrodt & Co. Booth at Treasure Garden Show

Mossholder Nursery
Cor. San Carlos and Laswell
Burbank District
Col. 3604

Directory to Treasure Gardens



Floor Plan

Where to Find Exhibits by Number

| | | | | |
|--|-----------------------|-----|---|----------------|
| Solarium—Design, Leslie E. Kiler | Palo Alto | 30 | Mechling Co. | San Francisco |
| Plant Material, Elliot's Nursery | Los Gatos | 31 | Horticultural Exhibit by S. F. Businessmen's Garden Club and Golden Gate Park Botanical Gardens | San Francisco |
| P Easter Lily Cascade by San Jose Water Works | San Jose | 32 | Period Tables | Flr. Arr. Sec. |
| 1 Navlet's Nursery | San Jose | 33 | Basket | Flr. Arr. Sec. |
| 2 West Coast Nursery | Palo Alto | 34 | Group of Containers | Flr. Arr. Sec. |
| 3 Domoto Nursery | Hayward | 35 | Weeds | Flr. Arr. Sec. |
| 4 Delphiniums: Vetterle and Reinelt | Capitola | 36 | Arrangements in Kitchen Utensils | Flr. Arr. Sec. |
| Theme—Horizon on Eastern Morn | Treasure Garden Show | 37 | Pan-American Arrangements | Flr. Arr. Sec. |
| Design, Carma White | San Jose | | | |
| 5 Peter Valinga | Burlingame | | | |
| 6 Clarke Nursery | San Jose | | | |
| 7 California Nursery | Niles | | | |
| 8 Fred Oppl | San Jose | | | |
| 9 Clyde Stocking Rose Nursery | San Jose | | | |
| 10 Leonard Coates Nurseries | San Jose | | | |
| 11 Nelson Flower Shop | San Jose | | | |
| 12 Bachardt Fertilizer Co. | San Jose | | | |
| 13 California Spray Chemical Corp. | Richmond | | | |
| 14 Associated Engineers | Palo Alto | | | |
| 15 Pacific Guano Co. | Berkeley | | | |
| 16 Orchard Supply Co. | San Jose | | | |
| 17 Germain Seed Co. | San Jose | | | |
| 18 Coca Cola Co. | Los Angeles | | | |
| 19 Nelson Flower Shop | Atlanta | | | |
| 21 Borchers Bros. Bldg Material & Fuel Co. | San Jose | | | |
| 22 Farmers Union | San Jose | | | |
| 23 Herbert Stockton | San Jose | | | |
| 24 Cole's Nursery | San Jose | | | |
| 25 Ruehl Wheeler Nursery Co. | San Jose | | | |
| 26 March of the Nubians | Treasure Gardens Show | | | |
| 27 Palo Alto Nursery | Palo Alto | | | |
| 28 Great Lakes Nursery | Saratoga | | | |
| Stairway—Stairway Decoration, Floyd Cowan | Los Altos | | | |
| R.G.—Roof Garden, Design and Construction by Landscape Class of San Jose Technical High School | San Jose | | | |
| 29 Curtis Lindsay, Books | San Jose | | | |
| | | 38 | Arrangements Inspired by Personalities | Flr. Arr. Sec. |
| | | 39 | Around the Clock with Flowers | Flr. Arr. Sec. |
| | | 40 | Theme and Variation | Flr. Arr. Sec. |
| | | 41 | Figurines and Miniature Landscapes | Flr. Arr. Sec. |
| | | 42 | Vertical and Horizontal | Flr. Arr. Sec. |
| | | 43 | Still Life | Flr. Arr. Sec. |
| | | 44 | Vegetable Caricatures | Flr. Arr. Sec. |
| | | 45 | Miniatures | Flr. Arr. Sec. |
| | | 46 | Originals on Easter | Flr. Arr. Sec. |
| | | 47 | Tropical Banquet—San Jose Woman's Club, Home and Garden Section | Flr. Arr. Sec. |
| | | 48 | Color Harmony | Flr. Arr. Sec. |
| | | 48A | Exotics | Flr. Arr. Sec. |
| | | 49 | Dimensionals | Flr. Arr. Sec. |
| | | 50 | Esquire | Flr. Arr. Sec. |
| | | 51 | 6 Luncheon Tables | Men's Arr. |
| | | 52 | Entrance to Tahitian Hut, Santa Clara Flower Lovers Club | Flr. Arr. Sec. |
| | | | Design by Perle Johnson | San Jose |
| | | 53 | Bamboo Rose Building, Santa Clara County Rose Society | |
| | | 54 | Pan-American Flower Arr. | Flr. Arr. Sec. |
| | | 55 | Iris Society Exhibit in a Pacific Paradise | |
| | | 56 | Terrace Garden Table Arr. | Flr. Arr. Sec. |
| | | 57 | Tropical Home, Santa Clara County Men's Garden Club | San Jose |
| | | | Design by Ferd Halla | |

Salome, Joan D'Arc, Florence Nightingale, Queen Victoria, Cleopatra, Paviwa, Lillian Russell, Carmine, Scarlet O'Hara

Central California Garden Association, Inc. (non-profit)

OLIVER KEHRLEIN, Producer of the 1941 Show

| | | | |
|----------------------|----------------|----------------|-----------|
| DR. T. W. MacQUARRIE | President | FRANK MITCHELL | Treasurer |
| FRED J. OEHLER | Vice-President | ETHYL SWIGER | Secretary |

DIRECTORS

T. Paul Dutcher
Irvin A. Frasse
Kenneth R. Hartman
Ray D. Hartman

Elmer H. Hoagland
Roy Hussman
R. A. Langley

V. Fred Oppl
James H. Schwabacher
Marvin Swiger
Carma White

Directing Show Horticulture



RAY D. HARTMAN

Director of the association in charge of horticultural exhibits and an exhibitor in Treasure Gardens Show (Leonard Coates Nurseries), is president of Western Shade Tree Conference, an authority on California Natives and Evergreens.

Members Of S. J. Tech Hi Landscape Class

They Did Everything But Make the Plants

T. PAUL DUTCHER, Instructor

Ken Van Valer.
Tom Costanza.
Frank Salo.
Jack Tanimoto.
Dick Lasser.
Joe Alonzi.
Tom Havens.
Bud Dimock.
Bill Jones.
George Fox.
Jimmy Iao.
Delbert Scott.
Lester Cuneo.
Drexell Oliver.
Harold Hanks.
Eugene Maginetti.
Bill Craig.
Glade Campbell.
Bill Storey.
Stewart Lidgate.

Sow Perennials In Cool Weather

Perennial flower seed should be included in the spring seed order and sown when the weather is cool and the soil moist. Germination is then much better and the seedling plants have a long season of favorable conditions for growth before being transplanted to the border in the fall.

First Your Home—Then Your Garden

It's great fun to plan a garden, and more fun to enjoy its fully developed beauty.

But first comes the home around which the garden is planned.

Now, while you're thinking of gardens, think, too, of homes. Before another summer comes—before it's time to plant your perennials for next season's bloom, have the home ready as a background.

It's easy to finance the Surety way. Our plan is flexible, adapted to your special needs. Come in and let's talk it over.



Surety Building Loan Association

285 South First Street, San Jose

HOME OWNED, HOME MANAGED, FOR HOME FOLKS

Good Rules For Good Tools

To get top service from your tools, follow these important rules: Clean all tools after using. Keep an oily rag handy and rub the metal parts to prevent rust.

Keep an edge on spades, hoes, sickles, weedeaters, etc.; sharp blades increase efficiency. Use file or whetstone before a tool becomes very dull; otherwise, you'll have to use a grindstone, which wears a tool away rapidly. Examine all tools at the close

Some Varieties Resent Moving

Flowers which do not like to be transplanted include annual poppies, salpiglossis, mignonette, annual phlox. If necessary to transplant them the seedlings should be grown in small pots so they can be moved without disturbing their roots.

At the end of a season, sharpen, oil, repaint and otherwise put them in shape. Follow these rules, and you will never have cause to complain about your tools.

Are Your Flower-CHILDREN STARVING?

No starved flower-children in a GAVIOTA-fed garden! For GAVIOTA is the fertilizer made expressly for the soil of California. Each vital plant food we lack is there . . . and in proportion to its need. Ask at your dealer's for . . .

GAVIOTA

. . . and remember that a well-fed garden is worth protecting against the inroads of snails and slugs. It's worth, in fact, the double protection that the garden lover gets from . . .

TAPS

For TAPS is a bait that contains not only meta-acetaldehyde but other positive ingredients which make safety doubly safe. Your garden should have those two companions in garden beauty . . . GAVIOTA and TAPS.

PACIFIC GUANO COMPANY

2nd and Hearst Ave.

Berkeley, Calif.

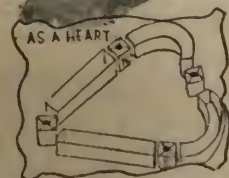
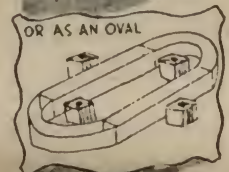
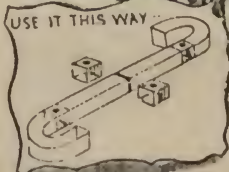


8-Piece Set

2.50

A NEW CONSOLE SET EVERY TIME YOU USE IT

Here is a practical set the born hostess will enjoy many, many times. She can use it as a table centerpiece in a number of designs, she can also use its separate parts throughout her whole house. The set consists of 8 pieces: two long semi-circular pieces, two rectangular pieces, and four candlesticks. They are finished in a combination of satin and crystal, complementary to her dinnerware and silverware.



Two-toned Bowl Flower Set

.79 Set

Smart flat two-toned bowl with figurine frog and decorative stones.

Figurine Flower Set

.69 Set

Square tank type bowl in soft pastel shades complete with decorative figurine.

Hale Bros.—Table Decorations—Third Floor

Gardening Is Hobby for All

In these critical days, when every mind is busy with worry about the future, many seek an "escape" in books, hobbies, or other pleasures. One of the better ways to shelve the daily worries is to grow and tend a flower garden, a peaceful haven for your evenings and week-ends.

As a testimonial to the tonic value of a gardening hobby, over in beleaguered England the government recently asked its people to continue tending their flower gardens for the relaxation from war jitters this gives them, rather than digging up their plots to plant cabbages.

In planning a garden, the soil, of course should first be studied carefully. The color and character of soil varies with local conditions. Soil which has resulted from the disintegration of limestone is an alkaline clay type—very fine grained, and consequently heavy and water retentive. This must be broken up with humus and sand.

Sandy soil—disintegrated granite or sandstone—is apt to be more or less acid, suitable for rhododendrons and other acid soil plants. Since water passes too rapidly through sandy soil, humus should be added to help it retain moisture.

Color of the soil does not necessarily determine its quality. Dark soils may have acquired their color from the rock foundation instead of from the essential humus. Iron compounds produce yellow, red, blue and often a gray soil, while humus produces brown to black colored type.

You should make the most of the soil you happen to have. Be sure to remove any stones, roots, stumps, builder's rubbish and other such undesirable material that may be upon or in the top soil. Deep cultivation is necessary only if drainage is needed or if hardpan occurs in the subsoil. Since hardpan prevents downward passage of water as well as upward passage of moisture from the lower level, hardpan must be broken up and sand added. Never plow or cultivate when the soil is too wet or too dry, since this will make the soil lumpy.

Maintaining humus content of the soil is all-important. Humus improves the structure and character of the soil, increases its water-holding capacity, readily absorbs the sun's rays, stimulates plant growth by freeing essential elements, prevents the leaching of soluble plant foods, and promotes bacterial action.

Mineral fertilizers need humus to be effective as plant food. Used together they increase crops from one-fifth to one-third more than when double the amount of mineral fertilizer is used.

Manure and peat moss are the best known and most widely used forms of humus. Good manure, however, is difficult to obtain. Most peat moss is of bog origin and, like manure, is very low in food value, containing about 1 per cent of nitrogen and but a trace of phosphorus and potash.

Leaf mold is an excellent source of humus, highly retentive of moisture, but it varies somewhat in its reaction upon the soil. Oak leaf and pine needle mold react definitely acid. Most other leaf molds react slightly acid or entirely neutral.

The compost pile answers the humus problem for the city gardener. Made up of various kinds of quickly decaying vegetable matter—grass clippings, weeds, leaves and garbage—mixed with soil, kept moist, and with some commercial fertilizer added to speed decomposition and add needed nutrients, it forms an excellent humus. Alternate layers of soil and vegetable matter are placed on a basic layer of soil or some coarse material, and the pile is turned each month, making sure that the outside parts are placed in the center of the new pile.

Adding a green manure—i. e., plowing under certain legumes, such as soybeans, alfalfa, the clovers and the vetches—will frequently add from 100 to 150 pounds of available nitrogen to the soil per acre, or the equivalent of 10 to 15 tons of good animal manure. Soybeans, the most valuable, should be plowed under when the beans are half grown. Previous to planting the legume seed should be inoculated with a commercial inoculant carrying the type of bacterial needed for the particular seed. After plowing under a legume, it is planted to add to the humus content, and it is plowed under in the spring when it is approximately 10 inches in height.

Pyramidal mounds are also subject to the disease "sour spots" which is best controlled by moving growing back. The worms should be cleared with antiseptic, and the rotting tools disinfected after each use.

He Made Them Double



J. H. ROEDER.

An exhibitor in Treasure Gardens Show, has hybridized Gerberas so double they have practically no stamens. He is nationally recognized as leading Gerbera grower.

Begonias Have Great Beauty

Begonias are summer-flowering bulbs for bedding and pot plants and are of spectacular beauty. The enormous single, frilled or double flowers are held well above the foliage, displaying a rich color range from scarlet to white, through shades of yellow, orange and pink. Start the bulbs indoors and put outdoors when the grounds warm. Highly recommended for moist soil in shady or half-shady places.

Tuberous-rooted begonias come in nearly every color. They are single, double and camellia-flowered. The hardy begonia is a fine bulb for growing in deep shade. During September and October they are covered with pink flowers.

Tomatoes Have Tobacco Phobia

The average male gardener does not know that he should avoid smoking when handling tomatoes. In connection with the virus disease of tomato recently reported to the Virus Research Station at Cambridge, Eng., it was found that in every case workers had either smoked cigars or chewed tobacco while on duty.

It is known that tobacco mosaic causes both mosaic and a striped disease of tomatoes. It is also known that the virus is not inactivated during the curing of tobacco.

Moral: Don't smoke while tying up tomato plants or picking off the worms and wash your hands carefully with hot water and soap before you start.

Garden Lovers Are Home Lovers, Too

That's what we share in common, for we are interested in homes and gardens, too. We take pleasure in the fact that we have had a considerable share in the development of many beautiful home-spots here in the Santa Clara Valley. Through us, homes have been built and gardens have grown up around them. And we're still carrying on, financing new homes on an easy-pay plan gauged to any budget—a plan that enables the family with even a modest income to enjoy the satisfaction of a home and the beauty of a garden.

OFFICERS . . .
Willbur J. Edwards, President
Geo. H. Campbell, Vice-President, Secretary
Henry W. Edwards, Assistant Secretary
Helga Swanson, Assistant Secretary
DIRECTORS . . .
P. J. Campbell, V. T. McCurdy
Arthur D. Curtner, Chas. M. Richards
Albert R. Thompson

*** INDEPENDENT**
Building-Loan Assn.
38 East San Antonio Street, San Jose

• FUCHSIAS

Including WISTARIA, the sensation of the 1940 Fair. Many other 1941 novelties and well over 200 varieties to choose from.

• GERANIUMS

Including FIAT QUEEN, the greatest novelty in years. Many other unusual new varieties.

• PELARGONIUMS

Including MARIE ROBER, darkest of all, and one of the finest collections in California—about 300 varieties, NOW IN BLOOM.

IT'S A FREE FLOWER SHOW VISITORS WELCOME

Open Every Day, Including Sundays

PALO ALTO NURSERY

308 Chestnut Ave.

Palo Alto

Within Palo Alto city limit in the Mayfield district. Coming from San Jose on El Camino Real, turn right on Lambert Street (about 1 and 1/2 miles north of Blinn's Shook). Drive two blocks along Lambert Street, on your right are our glasshouses and lathhouse.

CATALOG: A postal card will bring you our 1941 catalog describing hundreds of varieties.

VISIT OUR BOOTH AT THE SHOW

We are glad to be a part of a community which can produce.

Treasure Gardens Show

When planning your own gardens, always remember that the variety in roses, their color and form, suggest their use in many parts of the property.

Roses Are the Universal Favorite Flower

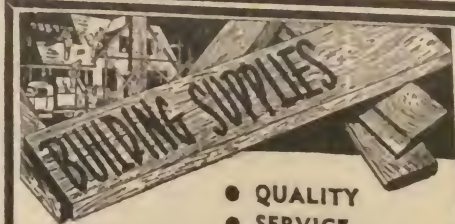
RUEHL WHEELER NURSERY CO.

Wholesale Growers of Roses

163 South Market

Ballard 4733

CONGRATULATIONS TREASURE GARDEN SHOW



- QUALITY
- SERVICE
- ASSORTMENT

Get Our Figures—We Can Save You Money

CHEIM LUMBER CO.

1400 The Alameda

Ballard 500

Three Diseases Threaten Roses

Mildew, black spot and canker which may be of many kinds are the three diseases which attack roses. Bordeaux mixture, a combination of lime and copper sulfate, is one of the best weapons and can be applied either as a spray or dust. If lead arsenate also is used, both insects and diseases can be controlled.

Water Hotbeds Early in Day

Plants grown under glass should be watered when the temperature is rising, so it is best to water hotbeds in the morning so the foliage will be dry by night. In cloudy weather, withhold as much water as possible in order to avoid trouble from various fungus diseases.

Rubberized Lawn Coat Rainproof

Quite new is the rubberized lawn coat, coated with rubber inside, but extremely lightweight, and available with matching hat. Black rubber coats also with hoods, and classic oiled cotton coats with big book-size patch pockets are both practical and inexpensive.

I'M DADDY'S LITTLE HELPER

"Since my Daddy bought those pretty, attractive outdoor chairs the whole family seems to take more interest in making our yards and garden more attractive."

Make Your Porch and Garden More Livable



Loose Cushion CHAIR

A highly styled loose cushion chair. A real value at this low price. Colonial grain leatherette, durable, upholstery.

\$6⁹⁵



Colorful Orange METAL CHAIRS

Attractive chair with tubular frame and bright forest green wgs and arms.

\$1⁹⁵



Tubular Metal OUTDOOR CHAIR

The greatest value in an all-metal outdoor chair. Extra large size. Built for comfort. Strong tubular frame. Well made.

\$2⁹⁵

CUSHION 'CHANNEL' BACK CHAIR

This chair presents new beauty in a loose cushion chair with a five channel back. Box cushion on seat.

Upholstered in durable leatherette — 2 colors.

\$10⁹⁵

"SADDLE SEAT" COMFORT CHAIR

This chair is a proven fast seller. A larger size chair with lots of comfort. Saddle seat.—In colors.

Here is comfort and economy in a garden chair! \$4⁹⁵

Opposite De Anza Hotel
Out of Congested District
Plenty of Parking Space

DE ANZA Furniture Co.
BALLARD 8704 225 WEST SANTA CLARA ST.

Use Your CREDIT! Liberal Terms!

GARDEN NEEDS of

QUALITY... PRICED RIGHT at HART'S!

It's Really a Pleasure to Use These Fine Quality DILLI-McGUIRE and PHILADELPHIA

LAWN MOWERS

\$5⁵⁰ to \$17⁹⁵

Two of the World's Finest Makes!



• So easy running, these lawn mowers make it a true pleasure to keep the lawn in "ship-shape" all the time. Make your selection now from fine rubber tired mowers... a complete assortment... a mower for every size lawn and at a price to fit your pocket-book.

Sold on a Money Back Guarantee... Corrugated

25-FT. GARDEN HOSE

5/8-inch size... complete with couplings...



\$1⁴⁹

• Equip yourself with reliable quality garden hose before you put in your spring garden. This corrugated hose is built with a tough cotton cord carcass... strong and serviceable.

(HART'S—Garden Needs—Downstairs Store)

NEW... NOVEL... DECORATIVE

POTTERY



... that will add charm to your home, inspire delightful flower arrangements!

25¢ to \$3⁷⁵

FEATURING 3 FAMOUS MAKES—
HAEGER - CALIENTE - METLOX!

There's an unlimited selection... all shapes and sizes... in lovely satiny white and luscious soft pastels.

CHOOSE FROM:

BOWL SETS—include an 8x14-inch Bowl, Figurine, Frog and Pebbles.

And all sorts of INDIVIDUAL BOWLS and FIGURINES for every type of decorative purpose.

(HART'S—Gift Shop—Second Floor)



Hart's
GIVE 25¢ GREEN STAMPS

HORTICULTURE EXHIBIT IS IN FULL BLOOM

Often a horticultural exhibit is composed of dried or unflowered specimens. The Treasure Garden exhibit is the more important and educational in that all specimens are in bloom.

Hibbertia cuneiformis.
Beshorneria tubiflora.
Pumelia nivea.
Grevillea endlicheriana.
Grevillea rosmarinifolia.
Abutilon megapotamicum.
Leptospermum scoparium, var. Saundersii.
Dianella revoluta.
R. Countess of Haddington.
I. Douglasiana, S. B. Mitchell strain.
Pellaea carulea.
Grevillea sulphurea.
Gunnera chilensis.
Chionodoxa Punicypis.
Eucalyptus myrsinifolia.
Calytrix sullivanii.
Pyrola Skipworth Geoffrey.
Boronia megastigma.
Olearia arborescens, var. augusti-bolia.
Brachyglottis repanda.
Abelia floribunda.
Buxus laurifolia.
Drimys Winteri.
C. grisea.
E. viridipura.
Echium fastuosum.
Rh. Scottianum.

GARDEN SEMINAR FRIDAY, SATURDAY

A garden seminar, an innovation with the second annual Treasure Garden Show, will be held Friday and Saturday mornings between 9 and 10 o'clock. Peter Valinga, the distinguished Dutch bulb specialist, will be the leader of the Friday seminar, and Noel Gillespie, garden editor of Sunset Magazine, will be leader Saturday morning. Oliver Kertlein, who is not only producer of this show but garden editor of the San Francisco Examiner, will conduct both meetings.

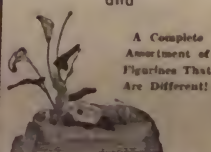
The seminars are free to association members and open to all who attend the show at that hour.

Treasure Garden Show
Will Be Open From
10 A. M. to 10 P. M.

Friday, Saturday and
Sunday

Admission Nights .50c
Days25c
Children10c

NEW ARRIVALS
FOR SPRING
FLOWER BOWLS
PIN FLOWER-HOLDERS
CRYSTAL BUBBLE SETS
PILLOW VASES
BAMBOO MATS
and



A Complete
Assortment of
Figurines That
Are Different!

MIKADO CO.
87 South Second

The Nomenclature Authority



ERIC WALTHER
Chief botanist of the Golden Gate Park and in charge of the Botanical Gardens, can identify any plant.

Potted Easter Lilies

(Continued From Page Six)

neighbor, and always gaining by the protection from wind.

Easter lilies are long lived plants and practically pest free, so they will not interfere with the rooting system of the more expensive, anemone-like shrubs. And Easter lilies demand constant moisture, as do the surface roots of camellias.

Perhaps the reason they are not more widely used in our gardens lies in the fact that, in the minds of many, they are "typed" as a potted plant that comes from the florist in full bloom at Easter time. They would not bloom here so early without hothouse forcing on a precise schedule. As a matter of fact, with cold-storage facilities, a hothouse and attention, Easter lilies can be brought to bloom on any day of the year.

But since most people associate them as the potted gift plant millions of bulbs are annually allowed to dry and are thrown away.

The best time to plant Easter lilies in the garden is about three weeks

after the flower has faded, or when the seed has ripened. Why not save the Easter lily this year. The procedure is easy. First decide the most desirable place in the garden and dig the hole deep enough so that the top of the pot would be five inches below the surface. Fill in the bottom with an inch layer of coarse sand and small gravel for drainage.

TAKE OUT OF POT

Now remove the potted root mass with as little disturbance as possible. Lay the pot on its side and roll gently, pressing through the hole, if it wants to stick. When the mass is free, place in the hole. Fill the hole to the level of the mass and water to press out air and firm the roots in the soil.

Don't fill the hole completely until the stem is fully cured, so that no danger of stem rot will be incurred. If planting more than one place them at least 18 inches apart to allow for future growth. One cautioning word: don't plant too close to a camellia or other plants with surface roots.

Bamboo Furnishings

STYLED FOR CALIFORNIA HOMES
AND CALIFORNIA LIVING

RATTAN FURNITURE

ARM CHAIRS—Two Styles.....\$6.50 each
NESTED TABLES—Set of 3.....\$13.50 set
ROUND STOOLS—\$1.75 each or \$6.00 set of 4
PUT THESE ON YOUR "MUST SEE" LIST

HAND WOVEN MATTING

A STYLE FOR YOUR EVERY NEED!

Come in and See Our Complete Selection of Sea-Grass Matting,
Rush Squares, etc.

BAMBOO SHADES

ALL SIZES AND STYLES FOR EITHER INDOOR
OR OUTDOOR USE.

COME IN OR PHONE FOR AN ESTIMATE

We Carry
The Most Complete
Stock of Bamboo
Shades to Be Found
In San Jose
and Vicinity

You Will See Our
Bamboo Shades at
Treasure Gardens



MIKADO CO.
87 South Second



Coles' Nursery

Ornamental Trees,
Shrubs, Bedding
Plants, Ferns and
Potted Plants

At Present We Have an
Especially Fine Selection of

**Rhododendrons,
Azaleas and
Camellias**

Floral Designs and Cut Flowers

Corsages

We Telegraph Flowers

At all times we endeavor to maintain a sufficient selection to appeal to those who appreciate the finest in ornamental plant life.

COLES' NURSERY

Ballard 6997

853 Willow Street

A garden is as beautiful at night
as by day if well lighted

—For Garden lighting call us and we will be glad to lay out a complete installation. There is, of course, no charge for estimating service.

We also carry a full line of outdoor reflectors and equipment for those who do their own garden lighting.

We also carry a full line of Fluorescent Equipment as seen at the Garden Show.

DOERR'S

Garden City Electrical Co.,

Ballard 977

377 S. First Street

Dichondra Compared With Other Lawns

(Continued from Page Four)

often as he would have to mow a grass lawn. Otherwise, the moss balls and lumps in an unattractive way. Some are partial to moss lawns and so are certain fungi and root pests which make brown patches in the lawn. Moss lawns are beautiful when well kept, but don't hope to escape labor and expense if you plant one.

In 1898, P. Franzoni brought back from the botanic garden of Rome a 12-ounce box to Santa Barbara. It contained lippia, and meant the start of the thousands of acres of lippia lawns we have now in California. It sends out runners quickly and forms a smothering mat which prevents weeds.

Lippia loves abuse, and if not well trampled by normal carpet use in the outdoor living room it will look better if occasionally rolled. Lippia does not require mowing. Nor does it need as much water as lawn grass, since it's tolerant of great heat. Bearing few seeds, and having no underground runners, lippia is not apt to become an uncomfortable escape plant.

LIPPIA TROUBLES

Not particular as to type of soil lippia can be planted nearly any place in the bay area. And it is a poor soil indeed that will require fertilizing. The soil should be well cultivated and rolled in preparation to planting. Then small pieces should be planted as evenly as possible so that complete coverage will be accomplished as soon as possible. Naturally, the cover the pieces are planted the sooner this will be, but usually one foot apart will do nicely. Plant by pressing into the soil, and then keep sufficiently moist for them to take hold.

Lippia, then, would appear to be

Electrical



MARVIN SWIGER
Director in charge of electrical installation.

one answer to the home owner who has neither the time nor the money to maintain a good lawn of grass, or whose steep slopes make grass out of the question.

But lippia has its drawback too. Although when in bloom the lavender

to rose flowers of lippia produce a beautiful appearance, they also make a pest which draws bees from all directions. One gardener on record decided the bees were more bother than the lippia was worth and dug it out. Of course, constant mowing at this season will help some. But lippia does not stay ever green, having a dormant period.

But there is a ground cover which has all the advantages, and none of the disadvantages of grasses, mosses, or lippia.

GOOD COMMISSIONS

At this point should be interested the fact that Alameda and Santa Clara counties have two of the best and strictest agricultural commissions in the State. Both counties, in addition to countless gardens, have tremendous acreage of vegetable lands to protect. More than most people realize, they watch all plant material crossing their county lines. They keep out all diseased or insect-infested stock, and save the growers great losses, which must be sustained if they were free exchange across county lines. For this reason, both counties are constructively free of one of the most damaging and harmful to vegetable of all pests—the nematode, a small worm which attacks roots, causes root rots, among others.

For many years in Southern California, home owners and gardeners have known about dichondra repens. They will tell you that it's the ideal ground cover for lawns, where labor and expense are important items. Reports from the south indicate that a high percentage of lawns going in at present are dichondra.

Dichondra is a low growing, creep-

(Continued on Page 21, Column 4)

Exhibitor in Treasure Gardens



WILLIAM SCHMIDT OF PALO ALTO
President of the American Pelargonium Society, specializes in Pelargoniums and Fuchsias. Mr. Schmidt has done more to clarify nomenclatures of Pelargoniums than any other.

Attention!



Cletrac Model HG
17 H. P. Tractor

3 Widths—31" - 42" - 68"

**Nurserymen—
Berry Growers—
Truck Farmers**

CLETRAC TRU-TRACTION[®] TRACTORS

Will Handle Your Job

- Easier
- Faster
- Better

A Powerful Track Tractor for the Price of a Wheel Tractor

• TRU-TRACTION means power on both tracks at all times.

FOR

ORCHARDS

And All Tractor Needs
There's a Size and Model for Every Job

FROM 17 TO 95 H. P.

**CHAS. O. DEAN
TRACTOR CO.**

Distributors

Also Other Tractors and Implements

Cable Disc Harrows

PARTS and SERVICE

200 W. Santa Clara St., San Jose

CONGRATULATIONS TO TREASURE GARDENS

April IS THE MONTH

TO PLANT THESE FLOWERS

ASTERS, ALL VARIETIES

Good for cutting. Fine blend of colors.

BALSAM, MIXED

Attractive for bouquets.

CARDINAL CLIMBER

Dainty trellis climber.

COSMOS, ALL VARIETIES

Very large flowers. Ideal for cutting.

FOUR O'CLOCK, MIXED

Use as bushy hedge.

MARIGOLD, GOLD MEDAL BLEND OR DWARF DOUBLE HARMONY

Long blooming season, fine for bedding.

MORNING GLORY, HEAVENLY BLUE OR MIXED

Graceful vine. Dense growth and beautiful flowers.

NASTURTIUM, ALL TYPES, SINGLE AND SEMI-DOUBLE

Unsurpassed for cutting, bedding and window boxes, ground covering and trellis.

PHLOX, DRUMMONDI MIXED

Fine for bedding or borders.

PORTULACA, SINGLE OR DOUBLE MIXED

Useful ground cover.

SCARLET RUNNER BEANS

Splendid ornamental climber.

ZINNIA, ALL TYPES, TALL OR DWARF

Beautiful shades. Enormous flowers.

See Colored Pictures of These Flowers in Our Office
For Expert Advice See Your Local Seedsman
or Nursery

San Jose Water Works

Free—We Will Design Your Sprinkling System
Without Charge

EXTRA BIG... BEAUTIFUL... COMFORTABLE

New POSTURE-BACK CHAIR!

A Premium Chair
At Regular Price

\$269

NO ROUGH EDGES ON ENDS OF TUBES

OVERSIZE SADDLE SEAT

SNAG-PROOF COUNTER-SUNK SCREWS

"The American Beauty"

For PORCH, RECREATION ROOM or OFFICE... Nothing Like It!

Your back fits the "posture-back" of this chair as a hand fits a glove. Here's an American-made metal chair of all-American quality that's a \$60-\$80 value! One-inch steel tubes finished in stainless "Flareless" finish... supplied in your choice of all popular colors. A superior value while they last!

The POSTURE BACK Fits Your Back!

Congratulations, San Jose

For the Second Annual

TREASURE GARDEN SHOW

GRANTS Save real money on these

148 So. First

Bal. 5506

Congratulations, San Jose!

for Second Annual

TREASURE GARDENS SHOW

This Is The Way It Looked LAST Friday!



Landscape and carpenter classes of San Jose Tech Hi are shown here working in the conservatory. The beautiful spectacle you'll see tonight would not have been possible without their help!

Would You Believe It Possible?

● We can all be happy that Santa Clara Valley youngsters have the love of beauty and the will to work for it! Of course, these lads were helped and led. The Central Counties Garden Assn., under the leadership of Dr. T. W. MacQuarrie, is primarily and ultimately responsible for this beautiful show.

● We can all take pride in our community—one which sponsors and produces Treasure Gardens!

LEAGUE FOR BETTER HOMES AND GARDENS in SANTA CLARA VALLEY

Leonard Coates Nurseries Co.
2295 The Alameda Santa Clara 000

Montgomery Ward & Co.
160 South First St. Ballard 2361

Orchard Supply Co., Ltd.
44 Vine Street Ballard 2858

Pasetta Construction Co.
2390 Park Avenue Santa Clara 119

San Jose Building & Loan Assn.
81 West Santa Clara Columbia 300

San Jose Paint & Wallpaper Co.
112 South Second Columbia 23

San Jose Water Works
374 W. Santa Clara Columbia 4160

D. Anton Plumbing Co.
1310 Liberty Santa Clara 830

Bachrodt Fertilizer & Fuel Co.
608 Lincoln Avenue Ballard 3421

Borchers Bros. Bldg. Material & Fuel Co.
396 North First St. Ballard 484

James A. Clayton & Co.
34 W. Santa Clara St. Ballard 217

Farmers Union
151 W. Santa Clara St. Ballard 7000

First National Bank of San Jose
First and Santa Clara Columbia 300

Hall & Ramba
Commercial Building Ballard 8600

Hart's Department Store
Market and Santa Clara Ballard 2900

L. Lion & Sons
Second and San Fernando Ballard 1300

NOTICE

If you need expert advice or information in beautifying your home, the League for Better Homes and Gardens is at your service. Such service is absolutely free. You won't obligate yourself in learning the best ways to improve and maintain your home. There are a "thousand and one" questions you may want answered. The League, through the Home and Garden Department of The San Jose Evening News, will see that you get the most exact information available . . . and quickly! This is a public service—for community improvement.

CIVIC IMPROVEMENT STARTS IN THE HOME—NOW'S THE TIME TO START

Members Of S. J. Tech Hi Carpenter Class

They Hammered,
Sawed for Show

ARTHUR MORGAN, Instructor

Paul Molica.
John Patellaro.
Jack Nelson.
Ray Nunes.
Art Sopeda.
Leland Cronin.
Frank Takemoto.
Tom Hoda.
Merle Cavallaro.
Don Speciale.
Khria Dolech.
Larry Koisch.
Frank Proveddo.
Henry Douse.
Bill Watson.
A. Newman.
Jim Yamach.
Warren Cushman.
Fred Ballard.
Bob Slovich.

Association Acknowledges Wide Support

Although the Central Counties Garden Association takes great pride in offering California, and especially the central counties, this Second Annual Treasure Garden Show, it fully realizes that the credit belongs to the community as a whole. Without the co-operation of many hundreds of people who wish to promote a healthier interest in gardens and homes, this second show would not have been possible. It is hoped that as the years go by, the importance of this community support is never forgotten.

Space will not permit the proper notices to all those who have helped present this show. Their efforts are nevertheless most sincerely appreciated. These, however, must be mentioned:

The San Jose school department, Walter Bachrodt, superintendent; San Jose Technical High School, A. P. Nichols, principal; T. Paul Dautcher, landscape class instructor; P. Stierbourn, superintendent of buildings; the students of San Jose Technical High School, Alameda Avenue Shop, Mikado Shop, Garden City Pottery

Rose Specialist



CLYDE STOCKING of San Jose, an exhibitor and charter member of American Rose Society, has won many prizes in western garden shows for the perfection of his plants.

Company, Robinson's, Lions, Pacific Gas and Electric Company and all other companies who have made themselves a part of this production. BOARD OF DIRECTORS. Central Counties Garden Association.

It is wiser to take down for the winter bronze netting which is used to screen a porch during the summer. Although bronze withstands the elements, there are still too many other chances for breakage from other causes.

BAR-B-Q WITH THE



Standard Grill Fits 7H Opening 17 1/2 x 23 1/4 Inches No Anchors Required

Years of Satisfaction Built in Complete as Shown \$12.00

FULLY ADJUSTABLE BY TURNING THE CRANK

ENGFER IRON WORKS, Inc.
Tel. Ballard 6940 535 West San Carlos St.
San Jose, California

YOU CAN DEPEND ON US

FOR

A Complete Line of

• Garden
Supplies

• Fertilizers

- CHICKILIZER
- E-Z-GROW

• Conditioners

- AGRICULTURAL GYPSUM
- AGRICULTURAL LIME
- PEAT MOSS

BARBECUE CHARCOAL

FOR JUICY, TENDER STEAKS

Building Materials

- BRICKS
- FLAGSTONES
- CEMENT
- CEMENT COLORS
- STEPPING STONES
- LIME
- PLASTER
- WALLBOARD
- DRAINAGE PIPE
- TERRA COTTA
- WASHED ROCK,
SAND & GRAVEL

Dependable Service Continuous
For 31 Years

WILLIAMS and RUSSO

Ballard 1162

773 West San Carlos

ELLIOT'S

Wishes You a Happy Easter

Join the Easter Parade to

TREASURE GARDEN SHOW



ELLIOT Florist and Nursery

Highway No. 17 . . . 8 Miles from San Jose . . . 2 Miles from Los Gatos

Tropical Flower Arrangement



This arrangement gives the idea of Paradise of the Pacific—lush fruits, bright colors, abundance. Fruits and vegetables take their place in the new art as well as flowers.

Speech for Poppy Day

(Continued from Page Four)

as greens. The Spanish-Californians made a highly-prized hair oil of the plant.

Not only did historians but also poets extol the beauty of our California poppy.

Our beloved California poet, Ina O'Leary, thus sang of it:

Association Secretary



MRS. ETHEL SWIGER
Secretary of Central Counties Garden Association, Inc.

CALIFORNIA POPPY

Thy satin richer is than looms
Of Orient weave for raiment of her
Kings!

Nor dyes of olden Tyre, not precious
things

Regathered from the long-forgotten
tomb

Of buried empires, nor the Iris plumes
That wave upon the tropics' myriad
wings.

Not all proud Sheba's queenly offer-
ings

Could match the golden marvel of thy
blooms

For thou art nurtured from the treas-
ure-veins

Of this fair land, thy golden rootlets
sue

Her sands of gold—of gold thy petals
spun

Her golden glory, thou! On hills and
plains,

Lifting exultant, every kingly cup
Brimmed with the golden vintage of
the sun

The Indians had a legend that its
petals turned to gold as they fell,
thus accounting for the great wealth
of gold beneath the earth in Cali-
fornia.

Native Californians called
the poppy "The Great Spirit Flower"

(Continued on Page 21, Column 1)

Treasure Garden Show
Will Be Open From
10 A. M. to 10 P. M.

Friday, Saturday and
Sunday

Admission Nights...50c
Days25c
Children10c

Palo Alto 5606

Los Altos 4543

West Coast Nursery Co.

PLANT TO A PLAN

COMPLETE LINE OF TREES,
PLANTS AND SHRUBS

for

YOUR GARDEN

4434 El Camino Real, Near San Antonio Road
Palo Alto, California

Flowering Fruit Specialist

W. B. CLARKE
of San Jose
has gained
world-wide
recognition as
an authority
on rare
ornamentals
and flowering
fruits.
He is an
exhibitor in
Treasure
Gardens
show.



2 Sales Places This Easter

TREASURE GARDENS
Show Booth

and
481 NO. 6th STREET

Flower Shop
EASTER FLOWERS

Wedding Work, Funeral Designs
and Corsages Our
Specialty

Complete Line of
Potted Plants—10c to \$5

All Varieties of Bedding Plants
Clean, Vigorous Plants

SEEDS AND
FERTILIZERS

and

ALL GARDEN SUPPLIES

We Are Fully Equipped for Your Garden Needs

NELSON FLORAL GARDENS

481 No. 6th Street

Bal. 2681

STOP! LISTEN! HURRY IN!

If you are interested in ceramics, Gail can help you. Visit her at her main studio. Classes in pottery and sculpture. Adult classes Monday, Tuesday, Wednesday afternoons and evenings. Saturday morning classes for children from 10 A. M. to 12 noon.

NOW AVAILABLE TO THE PUBLIC

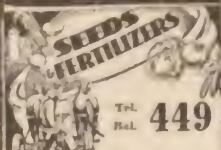
The new Gail power potter's wheel with variable speed control. Price within reach of everyone. Also new on demonstration, the new Austin 110-volt kiln, and an 110-volt 9x6x4 electric test kiln. Complete line of chemicals, glazes, clays and Ceramic supplies. For information call Col. 8559 or visit the

GAIL HAYES STUDIO

913 E. Santa Clara St.

Branch Studio, 46 E. San Antonio

LIST YOUR CERAMIC PIECES FOR SALE WITH GAIL HAYES

J. H. Green Stamps
PLUS LOW PRICES

Tel. Bal. 449

For Your

GARDEN
SUPPLIES

• SEEDS

- Lawn Seeds
- Vegetable Seeds
- Flower Seeds

• FERTILIZERS

- Peat Moss
- Sheep Manure
- Bone Meal
- Fish Meal
- Gypsum
- Lime Agr.
- Blood Meal
- Cottonseed Meal
- Vigoro
- Sunland
- Wonder-Gro
- Gaviota

• INSECTICIDES

- "Black Leaf 40"
- Red Arrow
- Bug-Geta
- Pyrate
- Volck
- Nu-Taps

• WEED KILLER

• LAWN
ROLLERS
FOR RENT• FUEL FOR
BARBECUES

- Charcoal
- Oak
- Mill Blocks

• FEED

- Poultry
- Rabbit
- Dairy
- Pet Foods, etc.

We Are Right Across
the Street from
Treasure Gardens Bldg.

Open 7:30 A. M. to
6:30 P. M.

FARMER'S GRAIN and
POULTRY SUPPLY

909 So. Market St. Ballard 649

Speech For Poppy Day

(Continued From Page 20)

—thrust its petals turned to gold as they fall. (CPW.)

When the buds first appear they are crimson. In a peculiar conical cap, which is really the calyx, but when the flower unfolds this calyx instead of opening with the petals as in most flowers, is cast off and falls to the ground. There is a bright red ring at the base or disk of the flower, thus the California red and white.

From its habit of closing at night and on cloudy days the Spanish-California called it "Doradilla" or the dawning one. Like the true poppy, it has the power of making one drowsy.

The poppies contain a narcotic principle which has been used by physicians to some extent. The Indians recognized this quality and used it as a cure for headache.

It has many other euphonious names besides Domadora, Amapolita, Torosa and most charming and appropriate of all, Copa-de-Oro . . . Cup of Gold. John E. Richards, associate justice of the State supreme court, chose the latter when he sang of our State flower:

Copa-de-Oro . . . Cup of Gold!
Cap of the fairies thy blooms unfold,
Wand of the May winds set them free.

Smile of the summer, a song to thee!

Copa-de-Oro . . . Cup of Gold!
Empress of pastures manifold,
In the wonderland by the sunset sea,
From the heart of thy heart, a draught to thee!

Copa-de-Oro . . . Cup of Gold!

Type of the treasured wealth unfold
Of the rich desire and the deep unrest
Of the glorious, golden, Golden West.

Copa-de-Oro . . . Cup of Gold!
Cap of the fairies thy blooms unfold,
Wand of the May winds set them free.

Smile of the summer, a song to thee!

Copa-de-Oro . . . Cup of Gold!
Empress of pastures manifold,
In the wonderland by the sunset sea,
From the heart of thy heart, a draught to thee!

Copa-de-Oro . . . Cup of Gold!

Type of the treasured wealth unfold
Of the rich desire and the deep unrest
Of the glorious, garlanded Golden West.

JOHN E. RICHARDS,
In "The Golden Poppy," compiled

Coffee and Tea in the Pot



MISS SWABEY OF ELIOT'S

Who exhibits in the conservatory, shows two specimens of the plants producing most beverages of the world. Both coffee and tea will grow in Central California in sheltered situations.

Leave No Dead Wood in Pruning

In pruning roses, allow no dead wood to remain. Spring pruning of hybrid tea roses shortens the plant to a height of eight inches or so; hybrid perpetuals to a height of 12 to 15 inches. Reduce to two or three stems. Make all cuts clean just above an eye, usually on which points up-

by Emory Evan Smith: January 1, 1903, Palo Alto; dedicated to the California State Floral Society.

These poems by Ina Coolbrith and John Evan Richards are included in "The Golden Poppy," compiled by Emory Evan Smith of Stanford University, and dedicated to the State Flower Society.

In 1903 the California legislature made the golden poppy our State flower, and laws have been passed protecting it as well as other of our beautiful wild or native plants and flowers.

ward and away from the center of the bush. Hybrid teas bloom on new wood, while perpetuals bloom on shoots of wood from preceding years.

Dichondra

(Continued From Page 17)

ing plant that forms a velvety mat of quarter-inch leaves most quickly. Dark green in color it has no dormant period and it does as well under trees as in the sun. The creepers traveling just below the surface spread rapidly so that in planting very small pieces can be eight-inch intervals and coverage will be completed in about three months.

DICHONDRA HOPEFUL

Dichondra makes such a close mat that weeds are smothered, and it's again a labor saver since it never needs mowing. Another advantage, it requires less water than grass lawns. Dichondra isn't attacked by lawn grubs or lawn moths, so that one doesn't have to worry about protecting the lawn in a few years. Like Sybil, it isn't a hardy feeder, and in addition, dichondra attracts no pests from the air.

You might well wonder why you haven't seen dichondra planted in the bay area, and why the professional gardeners, nurserymen and landscape designers haven't advised that it be used. Any ground cover which will stand treading, doesn't lose color, or need mowing and weeding would be most popular.

The reason is that all shipment of dichondra have been stopped by the protective inspection of the county agricultural commissioners because they found it infested with nematodes. Although dichondra is quick-growing enough to overcome the pest and still present a beautiful appearance, the danger of infecting less hardy plants is too great a risk. If the nematodes should get on sugar beet land the loss would be enormous.

However, there's a new develop-

Landscaping



T. PAUL DUTCHER

Director in charge of landscaping.

ment, and it may be available soon. A private lawn was discovered in Southern California which was free of nematodes. A shipment of it was made to Santa Clara County, and L. R. Cody, who is most cautious, found it free of nematodes and admitted it. Perhaps there will be more.

If so, bay area gardeners may be able to solve the old problem of how to have a beautiful lawn without knocking the budget out of bounds.

Have Fun..

with a Treasure Garden of Your Own

SEE THOENY BROS.



Fertilizers—Conditioners

GAVIOTA
and
GYPSUM

to
Make Your
Garden Grow



HAVE MORE FUN

BUILD A BARBECUE PIT
ADJUSTO GRILL

Easily Installed—Completely Adjustable

CEMENT SAND FLAGSTONE
LIME BRICKS TILE



- All Materials for Garden Paving
- All Brands of Best Building Material
- Always Priced Right
- Always Convenient Parking

Go to

Thoeny Bros.

990 South First St.

Ballard 3256

HAVE A TREASURE GARDEN OF YOUR OWN

FLOWERS from...



YOUR
OWN
GARDEN

are doubly sweet, doubly beautiful. And you can have a home of your own and a garden of your own with the help of a San Jose Building-Loan Home Loan. Borrow to buy or to build, and repay the loan in small monthly payments like rent. FHA Plan, too, if you prefer.

SAN JOSE
Building-Loan
ASSOCIATION

81 West Santa Clara St.



MORE ASSOCIATE MEMBERS

(Continued From Page 11)

Mrs. F. W. Gross.
Mr. and Mrs. J. B. Shonking.
Mr. and Mrs. Harold N. Christopher.
Miss Grace F. Bucknall.
Mrs. Lida Leib Armstrong.
E. C. Leib.
Mrs. Sarah S. Barry.
Mrs. H. S. Killebrew.
Mr. and Mrs. Amos Williams.
Mr. and Mrs. Robert Noelen.
Mr. and Mrs. Bert P. Ward.
Mr. and Mrs. Albert Foster.
Mr. and Mrs. Geo. B. Campbell.
Mrs. S. S. Sorensen.
Mr. and Mrs. Ed. Johnson.
Mr. and Mrs. Hal Johnson.
Mrs. J. Lester Miller.
Mr. and Mrs. Ralph G. Caldwell.
Mr. and Mrs. Herschel C. Graham.
Mrs. Thomas J. Powers.
Mr. and Mrs. J. B. Glass.
John Barnett.
Mr. and Mrs. David Burnett.
Mrs. H. G. Stirling.
Mr. and Mrs. James B. Campbell.
Mrs. A. H. Jannapoli.
Mr. and Mrs. J. R. Walrous.
Mr. and Mrs. James Cronin.
Mr. and Mrs. Lee G. Chrim.
Mr. and Mrs. Chas. F. Wright.
Miss Estella Holsholt.
Bernhard Holsholt.
Mr. and Mrs. James C. DeVos.
Mr. and Mrs. E. Leslie Kiler.
Mr. and Mrs. Frank Chamberlain.
V. T. McCurdy.
Mrs. L. E. Bailey.
Mrs. Elmer S. O'Connell.
Dr. T. J. Zingheim.
Mrs. L. M. Farrell.
Mrs. Alice Leigh Hame.
Col. and Mrs. Weston P. Chamberlain.

Dr. and Mrs. Stanley Dougan.
Mr. and Mrs. Arthur Blewett.
J. S. Wheeler.
Mr. and Mrs. Sewall S. Brown.
Mr. and Mrs. Judson Aspinwall.
Mr. and Mrs. Eugene B. Lawrence.
Sen. and Mrs. Sanborn Young.
Mr. and Mrs. Fred L. Treas.
Mrs. Charles P. Brashin.
Miss Tecla Pieper.
Miss Olga Ogier.
Mr. and Mrs. Thomas D. Reese.
Mrs. Charline Derby.
Mrs. Paul Lion.
Mrs. Emily Thompson.
Mrs. Lenore Jenner.
Mrs. Henry Ayer.
Miss Beatrice Wood.
Mr. and Mrs. E. O. Wood.
Mr. and Mrs. J. D. Crumney.
Mr. and Mrs. A. C. Jayet Jr.
Mrs. Nade Reed.
Mrs. Evelyn Simon.
Mrs. Ella Nelson.
Mrs. Henry Shaw.
Mr. and Mrs. E. W. Heffler.
Mrs. T. B. Bonetti.
Mrs. Clarence Brasher.
Keith K. Landon.
Mrs. Horace Jensen.
Mrs. W. B. Frost.
Warren Reddy.
Mr. and Mrs. E. D. Myers.
Mr. and Mrs. Neumann A. Fast.
Mrs. J. A. Scannavino.

Landscape Architect



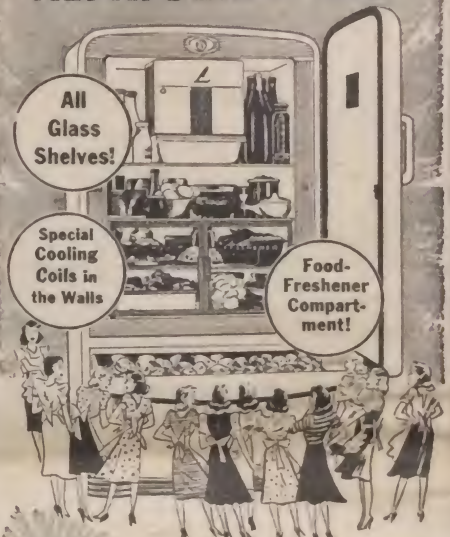
LESLIE E. KILER
President American Society of Landscape Architects. Mr. Kiler and his organization designed the conservatory of Treasure Garden Show of 1941.

Mrs. James A. Bacigalupi.
Mrs. Mattie E. Dean.
Mr. and Mrs. N. T. Bradford.
Mrs. Maad Williamson.
Mrs. Bertha M. Rice.
Mr. and Mrs. F. W. Hadley.
Pearl Adair Pearson.
Jean Sturges.
John Sturges.
Mr. and Mrs. J. Lovely.
Mr. and Mrs. Herbert Eustace.
Dr. and Mrs. C. M. Borchfield.
Dr. and Mrs. A. J. Monty.
Mrs. J. E. Dowdle.
Mr. and Mrs. N. S. Gayle.
Lola M. Haley.
Rae Brude.
Mrs. Chester W. Moore.
Yvonne M. Peabody.
Dr. and Mrs. Don Ross.
Mr. and Mrs. R. M. Wright.
Mrs. Jessie A. Spalding.
Judge and Mrs. Robert Byer.
Katharine H. Brehm.
I. B. Adams.
Mr. and Mrs. Joe Luczak.
Mrs. Gladys Kinney.
Mr. and Mrs. Herman Baum.
Mr. and Mrs. Carl Nickel.
Mr. and Mrs. Wm. Pengilly.
Dr. and Mrs. Elliot Rouff.
Mr. and Mrs. Fred Fletcher.
Miss Sheri Fletcher.

Mr. and Mrs. Frank V. Campbell.
Mr. and Mrs. D. W. Rampa.
Mr. and Mrs. E. L. Bonick.
Mr. and Mrs. Herbert Stockton.
Mr. and Mrs. Al Bichol.
Mrs. Bert Langley.
Mr. and Mrs. Frank Jenson.
Mr. and Mrs. Walter Borchert.
Mr. and Mrs. W. B. Clark.
Mr. and Mrs. I. R. Hammerstrom.
Mrs. Peter Vallega.
Frank Tuttle.
Mr. and Mrs. Clyde Stocking.
Mr. and Mrs. W. W. Nelson.
Mr. and Mrs. Floyd Cowan.
Mr. and Mrs. W. Veach.
Mr. and Mrs. William Schmidt.
Mr. and Mrs. Chester Root.
Councilman Harry Young.
Councilman Tom Randara.
Councilman Seth Corbett.
Councilman Fred Deery.
Clark Bradley.
Clyde Fisher.
Mr. Goodwin.
Mrs. Louise Knapp.
Mr. and Mrs. D. V. Markley.
Mr. and Mrs. Walter Noble.
Mr. and Mrs. Al Perry.
Mr. and Mrs. George M. Hall.
Mr. and Mrs. E. J. Crum.
Mr. Jamison.
Mrs. Ada Fox.
Ralph Eisman.
Joseph D. Bruin.
Mr. and Mrs. Herman Brown.
Harry Snodcker.
Robert Lutz.
Percy Shorbourne.
Mr. and Mrs. Lewis Deary.
Louise Weeche.
Mrs. Leo S. Price.
Mr. and Mrs. Leslie Hall.
Jennie Mae Chesney.
Mr. and Mrs. Ralph Wyckoff.
Mr. and Mrs. Charles Harper.
Fred Glover.
Eugene Smith.
Kenneth Bowen.
Bruce Craver.
C. L. McCarthy.
Cedric Davey.
Mr. and Mrs. Ray Lewis.
Mr. and Mrs. Joe Evans.
Mrs. Ray E. Sharp.
Ray L. Sharp.
Mrs. E. Jarman.
Mildred Hamilton.
Mr. and Mrs. Emerson Leitch.
Mr. and Mrs. L. Hater.
Mr. and Mrs. K. Stacy.
Mr. and Mrs. E. Shaw.
Elita Huggins.
Mr. and Mrs. E. Bradford.
Dora Smith.
Doris Rogers.
Mr. and Mrs. E. Stewart.
Miss Joyce Backus.
Mr. and Mrs. Ray Butcher.
Mrs. Ted Andrews.
Mrs. Edwin A. Frasse.
Mrs. E. A. Langley.
Eileen Oppel.
Miss Minnie Luckinger.
Walter Backrott.
Mr. and Mrs. David MacKay.
Mr. and Mrs. A. E. Nichols.
Mrs. Walter Backrott.
Harry O'Donnell.
Mr. and Mrs. Navel Gillespie.

Congratulations TO TREASURE GARDEN SHOW

AN EXCITING New Kind OF REFRIGERATOR!



NEW 1941 LEONARD HI-HUMID MODEL

The most sensational development in refrigeration in years! Big, all-glass-enclosed, super-moist compartment for foods requiring extra moisture! In this amazing, new Hi-Humid Leonard, food preservation reaches new heights of perfection. Separate cooling coils at back, bottom and sides of food freshener compartment maintain the moist cold atmosphere most foods require! No need for dish covers! Transfer of food odors reduced to a minimum. And—in addition—all these de luxe Leonard features! Easy-to-clean glass shelves! Glass-covered Meat Chest! Gleaming stainless steel Door Strip! Big, handy Vegetable Bin! Automatic Len-A-Light! And it costs only . . .

Leonard 1941 Prices Start as Low as \$189⁹⁵ * \$124⁹⁵

- Nationally Known Make
- 61½ Cubic Feet
- Porcelain Interior
- Interior Light
- Fully Guaranteed
- Free Delivery
- Free Installation
- No Money Down

Pay Only \$99⁵⁰
10c Per Day

Full Price



BERSANO
Appliance Co.
BALLARD 5161
273 SO. FIRST STREET



... after Church TO MAKE IT PERFECT EASTER

Dine at the Sainte Claire

... the home of San Jose's finest cuisine. Foods cooked to a king's taste and served with finesse and dispatch, stirring the most jaded of appetites to heights of keen anticipation await you at the . . .

HOTEL
Sainte Claire



Compliments
of
CHAS. C. NAVLET COMPANY (Inc.)
NURSERYMEN—SEEDSMEN—FLORISTS
San Jose—Oakland—San Francisco
Nursery—101 Highway between Santa Clara and Sunnyvale

PAINT-UP for SPRING

In Your Container
ROOF OIL.....GAL. 60c
Stops Leaks—Preserves Shingles

| | | |
|-----------------------|--|---------------|
| Graphite | No. 1 Air Floated | 5¢ |
| House Paint | The best. Special | 5 gal. \$5.00 |
| High-Gloss Enamel | All colors and flat white. 5 gal. \$1.97 | \$1.63 |
| Atlantic Mixed Paint | White, ivory, lettuce green | \$1.60 |
| Floor Enamel | White, ivory, lettuce green | \$2.25 |
| Atlantic Best Paint | Best grade. Quick dry. 5 gal. \$2.30 | \$2.30 |
| Eggshell Enamel | All colors. 5 gal. \$2.50 | \$2.50 |
| Pure White Shellac | Best grade. All colors. 5 gal. \$1.85 | \$1.85 |
| "One Coat" Wall Paint | Guaranteed 4-lb. can. 5 gal. \$1.95 | \$1.95 |

FREE... We Trim Wallpaper FREE WALLPAPER CLEARANCE
LARGE Selection—Patterns Suitable for Every Room in Your Home.
OFFICE, APARTMENT or Hotel. Values up to 50¢.

16-inch PATTERNS 5¢, 7½¢, 10¢, 12½¢, 15¢ and up
20-inch PATTERNS 10¢, 12½¢, 15¢ and up

ATLANTIC PAINT AND WALLPAPER CO.
60 South Second St. Bal. 2888
PRATT & LAMBERT
PAINT AND VARNISH

*Gardeners,
Congratulations*

*For a Community Cooperative
Effort Which Has Produced the
Beautiful*

**TREASURE
GARDENS**

A Show Which Will Long Be
Remembered as An Inspiration
to Gardeners Everywhere

American Potash Institute

WASHINGTON, D. C.

Ballard 5487-J

San Jose Office

Beane Bldg.

**LOTS OF PARKING SPACE
AT 668 LINCOLN AVE.**

**PEAT MOSS
AT LOWEST PRICES**

**SPECIAL PRICES
ON
SPECIAL GARDEN
IMPLEMENTS**



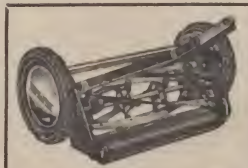
**MILORGANITE
FERTILIZER**

100 lbs. **3.50** 50 lbs. **2.00**



**First Tools Made
Specially for Busy
Home Gardeners**

**ALL KINDS
Gaviota Fertilizers**



USE GYPSUM

to Condition Your Soil
1. Promotes Growth.
2. Breaks Up Adobe Soil.
3. Regulates Moisture.

PRICE \$1.00 PER SACK

**GARDEN
SUPPLIES**

FERTILIZERS

**SOIL
CONDITIONERS**

SPRAYS

GARDEN TOOLS

PEAT MOSS

L O A M

SPRAY GUNS

**LAWN
MOWERS**

GYPSUM

**CIRCLE B 4-IN-1 REPELLENT &
SOIL CONDITIONER
USE FOR LAWN-MOTH REPELLENT**

BACHRODT'S

FERTILIZER & FEED CO.
PHONE BALLARD 3421

**LOTS OF PARKING SPACE
AT 668 LINCOLN AVENUE
SAN JOSE, CALIFORNIA**



**WARDS
WELCOME
2nd ANNUAL
TREASURE GARDENS
SHOW
APRIL 11-13th**

SEE WARDS FOR DEPENDABLE GARDEN TOOLS and SEEDS

LAWN MOWERS

GARDEN HOSE

SPRINKLERS

NOZZLES

HEDGE SHEARS

PRUNING SHEARS

SOIL SOAKERS

CLAY POTS

POTTERY POTS

ORNAMENTAL FRAMES

PLANT STAKES

PLANT TIES

WEED BURNERS

WHEEL BARROWS

SHOVELS—SPADES

RAKES—HOES

WEEDERS

GRASS TRIMMERS

GAVIOTA PLANT FOOD

VITAMIN B-1

VIGORO PLANT FOOD

DUSTING SULPHUR

PARIS GREEN

HAND SPRAYERS

SPRINKLING CANS

**WEED-ANT-RODENT
KILLERS**

FLOWER SEEDS

VEGETABLE SEEDS

CHOICE BULBS

LAWN SEEDS

CULTIVATORS

TREE TANGLEFOOT

SNAIL FOILS

LIME SULPHUR

PLANT CHEMICALS

PLANT LABELS

PEARL CHIPS

HOSE REELS

**PLANS and ESTIMATES
on SPRINKER SYSTEMS
FENCINGS**

USE WARDS CONVENIENT MONTHLY PAYMENT PLAN

MONTGOMERY WARD

160 SOUTH FIRST STREET

BALLARD 2361